

Indonesian Public Sentiment Toward Inflation in Social Media 2025: An Analysis Brand24 Study

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Abstract

This study aims to analyze Indonesian public sentiment towards inflation in 2025 using netnography and big data-based social media monitoring through Brand24. Data was collected from various digital platforms, such as X, YouTube, TikTok, blogs, and news portals, during the period from November 7 to December 7, 2025. The results show that conversations about inflation are dominated by online news media, while public sentiment is 53% positive and 47% negative. Positive sentiment is generally related to perceptions of price stability and financial management strategies, while negative sentiment is triggered by concerns about the rising cost of living. Analysis of mentions and reach shows fluctuations influenced by posts from influential accounts, indicating that public perception of inflation is strongly influenced by the dynamics of digital information. These findings provide important insights for the government and policymakers to formulate more effective economic communication strategies in responding to public opinion.

Keywords: Brand24; Inflation; Publik Sentimen; Social Media

Abstract

Penelitian ini bertujuan untuk menganalisis sentimen publik Indonesia terhadap inflasi tahun 2025 dengan menggunakan metode netnografi dan pemantauan media sosial berbasis big data melalui Brand24. Data dikumpulkan dari berbagai platform digital seperti X, YouTube, TikTok, blog, dan portal berita daring selama periode 7 November hingga 7 Desember 2025. Hasil penelitian menunjukkan bahwa percakapan tentang inflasi didominasi oleh media berita online, dengan komposisi sentimen publik sebesar 53% positif dan 47% negatif. Sentimen positif umumnya berkaitan dengan persepsi stabilitas harga dan strategi pengelolaan keuangan, sedangkan sentimen negatif muncul karena kekhawatiran terhadap meningkatnya biaya hidup. Analisis terhadap *mentions* dan *reach* memperlihatkan adanya fluktuasi yang dipengaruhi oleh unggahan dari akun-akun berpengaruh, yang menandakan bahwa persepsi publik terhadap inflasi sangat dipengaruhi oleh dinamika informasi digital. Temuan ini memberikan wawasan penting bagi pemerintah dan pembuat kebijakan untuk merumuskan strategi komunikasi ekonomi yang lebih efektif dalam merespons opini publik.

Kata Kunci: Brand24; Inflasi; Sentimen Publik; Media Sosial

INTRODUCTION

Inflation is one of the most sensitive economic indicators for the public because it directly impacts purchasing power, consumption, and household well-being. When the prices of basic necessities rise, public anxiety increases as existing incomes are perceived as insufficient to meet normal needs.¹ In 2025, Indonesians' concerns about inflation will intensify due to unstable global economic conditions, exchange rate pressures, and the continued impact of government fiscal and monetary policies. An Ipsos survey shows that inflation will be one of the most pressing concerns for Indonesians in 2025, even becoming a key part of everyday public conversations on various digital platforms.

In the modern communication era, social media has become a primary platform for the public to voice opinions, emotions, and perceptions regarding economic conditions. Public sentiment can now be gauged not only through conventional surveys but also through digital representations in the form of comments, posts, and discussions on social media. The study "Tweeting the Economy" demonstrates that social media sentiment in Indonesia significantly correlates with macroeconomic indicators and can reflect public perceptions of current economic conditions.² This shows that social media has the potential to be a faster, broader, and more adaptive tool for analyzing public sentiment than manual survey approaches.³

To capture the dynamics of public opinion in real-time, a tool is needed that is capable of automatically monitoring millions of conversations.⁴ Brand24 is an AI-based media monitoring tool that can collect conversation data, classify positive, negative, or neutral sentiment, and analyze the reach of opinions from various platforms such as Twitter, Instagram, YouTube, and online discussion forums.⁵ Its use in academic research is growing, as it has proven effective in capturing public responses to social issues and policies. Research on public sentiment regarding mental health using Brand24, for example, has successfully demonstrated differences in sentiment patterns across social media platforms, reflecting public perceptions of rapidly evolving issues.⁶ Other research on the Tapera policy also proves that Brand24 can be used to digitally read public reactions to government economic policies.⁷

1 Umar Suryadi Bakry, "Pemanfaatan Metode Etnografi Dan Netnografi Dalam Penelitian Hubungan Internasional," *Jurnal Global & Strategis* 11, no. 1 (2017): 15, <https://doi.org/10.20473/jgs.11.1.2017.15-26>.

2 Insi Fitriani and Anna Amalyah Agus, "Tweeting the Economy: Analyzing Social Media Sentiments and Macroeconomic Indicators" 07, no. 02 (2025): 129–38.

3 Sri Adella Fitri et al., "Akuntansi Dan Penerapannya : Usaha Jasa Yang Terabaikan," *Jurnal Ilmiah Raflesia Akuntansi* 9, no. 1 (2023), <https://doi.org/10.53494/jira.v9i1.208>.

4 Faisal Rusdi, "Analisis Sentimen Terhadap Dampak Inflasi Di Indonesia Menggunakan Metode Multinomial Naïve Bayes" 22, no. 3 (2023): 550–61.

5 Diah Novita Sari and Nurlaili Rahmi, "Publik Terkait Isu Kesehatan Mental Pada Platform Media Sosial," n.d.

6 Vina Agustina and Asti Herliana, "Analisis Sentimen Publik Atas Kebijakan Efisiensi Anggaran 2025 Dengan Text Mining Dan Natural Language Processing Jurnal Media Informatika [JUMIN]" 6, no. 3 (2025): 2182–94.

7 Ira Sartika Yuhada and Anisa Diniati, "Analisis Social Media Monitoring Mengenai Sentimen Publik Terhadap Penyelenggaraan Konser Coldplay Di Indonesia Social Media Monitoring Analysis Of Public Sentiment On Coldplay Concerts In Indonesia" 11, no. 3 (2024): 3292–99.

Studies on public sentiment and digital economic perception have been widely explored from various perspectives. Rike Setiawati et al. highlights the importance of *Islamic financial literacy* among Indonesian students in shaping rational financial behavior, yet does not address how inflation discourse influences broader public sentiment online.⁸ Aliah Amalyah analyzes the *transformation of social structures in digital society*, but her work focuses more on social cohesion than on economic narratives.⁹ Engincan Yildiz et al. conduct a *sentiment analysis on YouTube comments* about electric cars, though their focus remains limited to brand perception rather than macroeconomic sentiment.¹⁰ Sinar Andi Putra Munthe et al. examine *non-performing loans and inflation dynamics* in banking, but lack public opinion analysis.¹¹ Meanwhile, Ibrahim Atilla Karataş discusses *consumer perceptions in social media ads*, yet omits inflation-related public discourse.¹²

Based on the identified research gap, this study aims to analyze Indonesian public sentiment toward inflation in 2025 using a digital-based, big data approach through the Brand24 social media monitoring tool. The research seeks to capture how inflation is perceived, discussed, and emotionally responded to across various online platforms, including X (Twitter), YouTube, TikTok, blogs, and news portals. Specifically, this study intends to identify the proportion of positive and negative sentiments, the platforms and accounts most influential in shaping public opinion, and the fluctuations in mentions and reach throughout the observation period. By doing so, this research provides a comprehensive understanding of how digital narratives reflect and influence economic perceptions, offering insights for policymakers to design more effective public communication strategies.

Method

This study employs a qualitative descriptive approach to analyze Indonesian public perceptions of inflation in 2025.¹³ This approach was chosen because it provides a comprehensive understanding of social phenomena as they appear in digital spaces without direct researcher intervention. The focus is on how people interpret inflation as an economic phenomenon that affects financial stability and individual decision-making. Through this method, the research aims to capture the level of public awareness, economic literacy, and behavioral responses to

8 Rike Setiawati et al., “Islamic Financial Literacy among Indonesian Students: An Analysis of Knowledge, Attitudes, and Behavior,” *Global Business Finance Review* 30, no. 9 (September 30, 2025): 109–25, <https://doi.org/10.17549/gbfr.2025.30.9.109>.

9 Aliah Amalyah, “Transformation of Social Structure in Digital Society: Analysis of Network Sociology,” *Mahogany Journal De Social* 2, no. 3 (2025): 358–67.

10 Engincan Yıldız, Hande Ayhan Gökçek, and Ahmet Esad Yurtsever, “Sentiment Analysis and Net Brand Reputation Comparison for Electric Cars in Turkey via Youtube Comments,” *Alanya Akademik Bakış* 9, no. 3 (September 29, 2025): 715–33, <https://doi.org/10.29023/alanyaakademik.1576206>.

11 Sinar Andi Putra Munthe et al., “Dynamic Analysis of Non-Performing Loans in Indonesian Banking,” *International Journal of Economics and Management Sciences* 2, no. 4 (September 29, 2025): 99–112, <https://doi.org/10.61132/ijems.v2i4.976>.

12 İbrahim Atilla KARATAŞ, Mehmet Emin YAŞAR, and Özlem ŞENLİK, “Sosyal Medya Reklamlarındaki Tüketici Algılamalarının Marka Farkındalığı ve Satın Alma Niyeti Üzerindeki Etkisi - The Impact of Consumer Perceptions in Social Media Advertisements on Brand Awareness and Purchase Intention,” *Journal of Business Research - Turk*, September 30, 2025, <https://doi.org/10.20491/isarder.2025.2080>.

13 Gerald Latuserimala et al., *Metode Penelitian Ilmu Pengetahuan Sosial* (Mojokerto: Insight Mediatama, 2023).

macroeconomic changes in context, thereby presenting an in-depth portrayal of public understanding of inflation issues in the digital era.

Data were collected using the netnographic method, a form of internet-based ethnography that explores online behavior and interactions.¹⁴ Netnography was considered appropriate since modern society actively expresses opinions through social media and digital platforms. In this research, the authors acted as passive observers, documenting public discourse about inflation on platforms such as X (Twitter), YouTube, TikTok, blogs, and online news portals. The observation period lasted from November 7 to December 7, 2025. To organize and analyze the data, the study utilized Brand24, an AI-driven social media monitoring tool capable of tracking the keyword “inflation,” classifying sentiment (positive, negative, or neutral), and measuring the reach and engagement of conversations across multiple platforms.¹⁵

The data analysis was conducted thematically and descriptively to identify emerging sentiment patterns and narratives related to inflation. Information collected through Brand24 was processed to compare daily and weekly sentiment trends and to pinpoint peaks of public discussion triggered by influential online accounts. The analysis revealed fluctuations in both positive and negative sentiments, reflecting public emotions toward economic changes and government policies.¹⁶ These findings demonstrate that social media functions not only as a channel for public expression but also as a powerful medium shaping collective economic perceptions in contemporary digital society.

RESULTS AND DISCUSSION

Analysis of Mentions by Category with the Most Data on Inflation Sentiment

In understanding public perceptions and responses to economic issues, social media analysis is a crucial method. This approach allows for real-time mapping of information, opinions, and sentiments circulating across various digital platforms. The results of this monitoring provide a more accurate picture of how a topic is perceived and discussed by the public and can be used as a basis for formulating more targeted public communication strategies and policies. In this study, the topic analyzed is inflation, one of the most discussed economic indicators among Indonesians throughout 2025.

Monitoring was conducted using Brand24, a social media monitoring platform capable of identifying and collecting data based on specific keywords from various online sources, such as Twitter, TikTok, YouTube, blogs, and news portals. Using the keyword “inflation,” the tool automatically classifies data based on sentiment (positive, negative, or neutral), and calculates the reach and frequency of mentions over a given period. This approach allows for the uncovering of naturally occurring public discussion trends without direct intervention, while also demonstrating how the topic of inflation develops, is commented on, and is perceived by the wider public online.

14 Bakry, “Pemanfaatan Metode Etnografi Dan Netnografi Dalam Penelitian Hubungan Internasional.”

15 Augasta Eka Rasa Putra; Agus Fakhrina, “Analisis Media Monitoring Brand Facetology Pada Bulan Maret-April 2024 Menggunakan Analisis Tools Brand24,” *Jurnal Ilmiah Multidisiplin* 2, no. 5 (2024): 537–46.

16 M Iskandar, “Analisis Pengaruh Motivasi, Fluktuasi Harga, Dan Layanan Mobile Banking Terhadap Minat Investasi Emas Pada Bank Syariah Indonesia (Studi Kasus Di Bsi Kcp Batang)” (UIN K.H. ABDURRAHMAN WAHID PEKALONGAN, 2025).

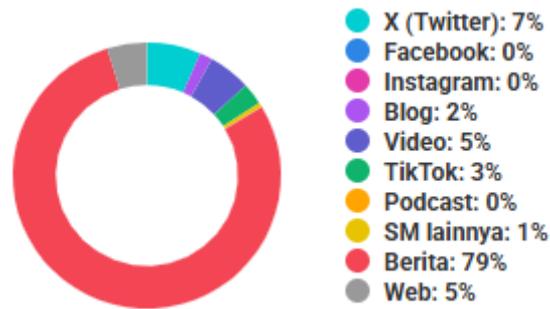


Figure 1. Analysis Results of Terms Regarding Inflation

Sourca: from Author

This study examines the amount of data collected on public perceptions of inflation from various digital media platforms using the Brand24 analysis tool. Data collected over a period of time indicates that online news media play a dominant role in the dissemination of information related to inflation in Indonesia. Based on the analysis results in Figure 1, it shows that the majority of mentions come from the news category, amounting to 79%. Therefore, it can be concluded that the issue or topic under observation is the most discussed by formal news media. Other sources contribute much less, such as X/Twitter (7%), video (5%), web (5%), TikTok (3%), and blogs (2%), indicating that conversations on non-news digital platforms remain present but are not dominant. Meanwhile, categories such as Facebook, Instagram, and podcasts do not contribute, indicating low activity or mentions on these platforms. Therefore, this data distribution indicates that public discourse on this topic is shaped more by news media than by social media or other digital channels.¹⁷

Analysis of the Most Influential Sites on Inflation Sentiment

Understanding which digital platforms and websites play the most significant role in shaping public sentiment toward inflation is essential for identifying the primary sources of economic discourse online. Each platform contributes differently to how information is disseminated, discussed, and interpreted by the public.¹⁸ By examining the most influential sites, this study aims to reveal which online spaces drive the highest engagement and have the strongest impact on shaping perceptions of inflation among Indonesian audiences. This analysis also highlights how the structure, audience reach, and credibility of each platform—ranging from news portals to social media networks—collectively influence the spread and framing of inflation-related narratives in the digital ecosystem.

¹⁷ Philip Pond and Jeff Lewis, “Riots and Twitter: Connective Politics, Social Media and Framing Discourses in the Digital Public Sphere,” *Information, Communication & Society* 22, no. 2 (January 28, 2019): 213–31, <https://doi.org/10.1080/1369118X.2017.1366539>.

¹⁸ Esther Marín-González et al., “The Role of Dissemination as a Fundamental Part of a Research Project,” *International Journal of Health Services* 47, no. 2 (April 2017): 258–76, <https://doi.org/10.1177/0020731416676227>.

Situs paling aktif

Sumber	Menyebutkan
 x.com	1.3K 
 youtube.com	1.0K 
 tiktok.com	530 
 indokabar.com	284 
 fxstreet-id.com	270 

Figure 2. Most Influential Site Analysis Results

Source: Brand24

Based on the analysis of Figure 2, it shows that conversations about inflation are widespread across various digital platforms, with strong dominance originating from X.com. A total of 1.3K mentions originated from this platform, indicating that X is the most dynamic and real-time discussion space when people respond to economic issues. X’s fast, open, and easily accessible nature allows the topic of inflation to spread quickly, whether in the form of complaints, policy discussions, or short opinions from the public and economic analysts. This reflects that the issue of inflation tends to trigger spontaneous and emotional responses from the public.¹⁹

YouTube came in second with 1,000 mentions, demonstrating that discussions about inflation are not limited to quick commentary but also deepened through long-form video content. Many creators, economists, and financial institutions discuss inflation through visual analysis, talk shows, or public education. This indicates that people are seeking more than just brief information, but also more comprehensive explanations of the causes of inflation, its impact on the prices of basic necessities, and strategies for addressing it.²⁰ The presence of YouTube as a source of mentions indicates that public understanding of inflation is shaped by more systematic and informative educational narratives.

Meanwhile, TikTok contributed 530 mentions, demonstrating that inflation is also a popular topic of conversation, featuring short, easy-to-understand videos. Much of the content featured included complaints about rising prices, humor about economic conditions, and quick, lighthearted savings tips. This demonstrates that inflation is not just a technical economic issue

19 Fang Yao and Yan Wang, “Towards Resilient and Smart Cities: A Real-Time Urban Analytical and Geo-Visual System for Social Media Streaming Data,” *Sustainable Cities and Society* 63 (December 2020): 102448, <https://doi.org/10.1016/j.scs.2020.102448>.

20 Stefanie Stantcheva, “Why Do We Dislike Inflation?,” *Brookings Papers on Economic Activity* 2004, no. 1 (March 2024): 1–46, <https://doi.org/10.1353/eca.2024.a943913>.

but also an everyday social experience visualized through creative, easily viral content.²¹ This platform demonstrates how public perception, particularly among younger generations, is shaped by simple yet highly influential content formats.

In addition to social media platforms, several mentions also emerged from news portals such as indokabar.com, which recorded 284 mentions. This demonstrates that inflation remains a key component of official news coverage, with the public obtaining factual information and policy updates through online media. News about monthly inflation data releases, food price increases, or interest rate changes contribute to shaping public understanding from a more formal and credible perspective.

FXStreet-ID.com, with 270 mentions, illustrates that discussions of inflation also occur in more technical contexts, particularly those related to foreign exchange market movements and economic analysis. Such platforms are typically accessed by investors or financial observers who closely follow macroeconomic indicators. Its presence on the list demonstrates that inflation is not only a concern for the general public but also for the professional financial sector.²²

Overall, the distribution of mentions across these platforms demonstrates that inflation is a multidimensional issue discussed by diverse groups. From quick discussions on X, lengthy analyses on YouTube, creative content on TikTok, formal online news coverage, to technical studies on financial websites, all demonstrate that inflation is more than just an economic figure, but a phenomenon that impacts everyday life and public perceptions broadly in the digital space.

Analysis of the Most Active Public Profiles Regarding Inflation Sentiment

Halaman		Menyebutkan	Kunjungan	Skor Influencer	Pilihan
1	 youtube.com	2.673	31 569 435 329	10/10	 
2	 docs.google.com	1	6 342 457 813	10/10	 
3	 reddit.com	12	3 956 458 814	10/10	 
4	 tiktok.com	1.426	2 993 988 584	10/10	 
5	 t.me	60	785 082 374	10/10	 
6	 bbc.com	8	532 612 870	10/10	 
7	 open.spotify.com	1	433 004 803	10/10	 
8	 kalkulatorinvestasi.wordpress.com	1	424 804 463	10/10	 
9	 blog.livedoor.jp	1	231 940 506	10/10	 
10	 infomobileterkini.wordpress.com	2	203 708 817	10/10	 

Figure 3. Results of the Most Active Public Profile Analysis

Source: Brand24

The analysis of Figure 3, which identifies the top ten most influential sites for disseminating information about inflation, shows that YouTube was the platform with the largest number of mentions related to inflation, with 2,673 mentions, while also recording an extraordinary number of visits of up to 31 billion. This dominance confirms that YouTube is the primary platform for people to access visual, in-depth, and easy-to-understand economic information, whether through

21 Charlotte Heyder and Isabelle Hillebrandt, "Short Vertical Videos Going Viral on TikTok: An Empirical Study and Sentiment Analysis," in *Forum Markenforschung 2021* (Wiesbaden: Springer Fachmedien Wiesbaden, 2023), 121–50, https://doi.org/10.1007/978-3-658-39568-1_7.

22 John Kagochi, "Inflation and Financial Sector Development in Sub-Saharan African Countries," *Journal of Economic Studies* 46, no. 4 (August 5, 2019): 798–811, <https://doi.org/10.1108/JES-10-2017-0310>.

analysis content, news, or financial education.²³ TikTok is in the next important position with 1,426 mentions and nearly 3 billion visits, indicating that the issue of inflation is also widely discussed in short-form content formats that spread quickly and have high appeal, especially among young age groups who are active on social media.

Platforms like Reddit, Telegram (t.me), and BBC.com have also emerged as channels with significant influence, both in terms of the number of mentions and the size of their traffic. This demonstrates that discussions about inflation are not only taking place locally, but are also gaining traction within a global community that tends to be more critical, anonymous, and analytical.²⁴ With millions to billions of visits, the presence of these platforms demonstrates that inflation is a widely monitored topic and involves a variety of perspectives, from international community discussions to credible media coverage.

Interestingly, several non-mainstream social media platforms, such as WordPress, personal blogs, Google Docs, and Spotify, also made the list. While the number of mentions is smaller, the presence of these platforms indicates that some people are choosing to express their views on inflation through long-form writing, reflective notes, self-analysis, or even audio formats like podcasts. All of these pages have a maximum influencer score (10/10), indicating that the dissemination of information related to inflation originates from channels with strong authority and reach. Thus, public perception of inflation in 2025 is shaped through a combination of visual content, global community discussions, international news coverage, and personal narratives widely disseminated across various digital platforms.

Analysis of Positive and Negative Sentiments Towards Inflation

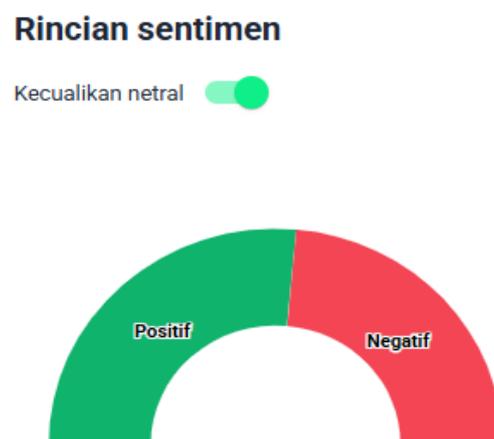


Figure 4. Positive and Negative Sentiment Analysis Results

Source: Analysis by Author

Based on Figure 4, which shows details of positive and negative sentiment, it can be seen that public perception of inflation during the observation period was dominated by positive

23 Jihyun Lee et al., “Exploring the Community of Older Adult Viewers on YouTube,” *Universal Access in the Information Society* 22, no. 4 (November 22, 2023): 1393–1404, <https://doi.org/10.1007/s10209-022-00918-3>.

24 Christine R. Martell, “The Impact of Inflation on Local Government Fiscal Health,” *Journal of Public Budgeting, Accounting & Financial Management* 36, no. 2 (April 11, 2024): 234–52, <https://doi.org/10.1108/JPBAFM-09-2023-0171>.

sentiment. Sentiment analysis results show that 53% (4.8k) of public opinion regarding inflation is positive, while 47% (4.3k) is negative. This predominance of positive sentiment indicates that the majority of the public believes current inflation remains within relatively controlled limits or shows signs of improvement. This positive view may also reflect public confidence in the government’s or monetary authorities’ actions to maintain price stability and protect purchasing power.

On the other hand, the persistently high share of negative sentiment indicates that some people still feel price pressures in certain sectors or are concerned about the potential for future inflation increases. Nevertheless, the overall sentiment ratio indicates that public perception of the inflation situation is more likely to be stable and does not cause major panic. This finding aligns with previous monitoring trends, which indicate that inflation remains a significant concern, but the level of public concern tends to moderate due to the implementation of effective economic control policies and communication.²⁵

To provide a more detailed overview, sentiment data has been broken down on a weekly scale. This division simplifies the analysis of weekly sentiment changes, helping to identify emerging patterns or trends, such as increases or decreases in positive and negative sentiment. The following table shows the weekly scale.

Types of sentiment	Period I (7-15 November 2025)	Period II (16-22 November 2025)	Period III (23-29 November 2025)	Period VI (30 November – 7 December 2025)	Amount
Positive	1489	1,030	1,310	1,004	4833
Negative	1424	1,065	869	939	4297

Table 1. Number of Positive and Negative Sentiment Analysis Results

Source: by Author

Table 1 displays the dynamics of Indonesian public sentiment toward gold investment, as monitored by Brand24 over four active weeks (excluding the beginning and end of the observation period). This data represents public opinion formed through various social media platforms, categorized into positive and negative sentiment.

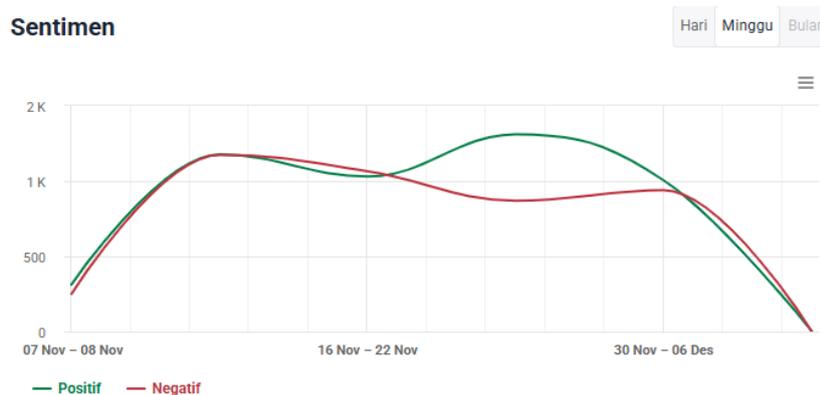


Figure 5. Positive and Negative Sentiment Analysis Results

Source: Brand 24

25 Rodolfo Nicolay and Ana Jordânia de Oliveira, “Inflation Volatility, Monetary Policy Signaling and Clarity of the Central Bank Communication,” *Journal of Economic Studies* 46, no. 2 (March 4, 2019): 266–83, <https://doi.org/10.1108/JES-10-2017-0293>.

Figure 5, showing the sentiment analysis results for the period from November 7 to December 7, 2025, shows that public opinion regarding inflation issues tends to be more positive than negative. This is evident from the total number of positive sentiment posts, which reached 4,833, compared to the 4,297 negative posts. However, the dynamics of public sentiment fluctuated in each observation period. Positive sentiment peaked in Period I and declined in subsequent periods. Negative sentiment declined in Period III but increased again in Period VI.

These conditions indicate that while the public remains optimistic and trusts the government in controlling inflation, concerns and negative perceptions persist as information develops and economic conditions change throughout the study period. Therefore, the public response to inflation is dynamic, necessitating more effective communication and policy management to maintain positive public perceptions.

Analysis of the Most Popular Mentions on Inflation Sentiment

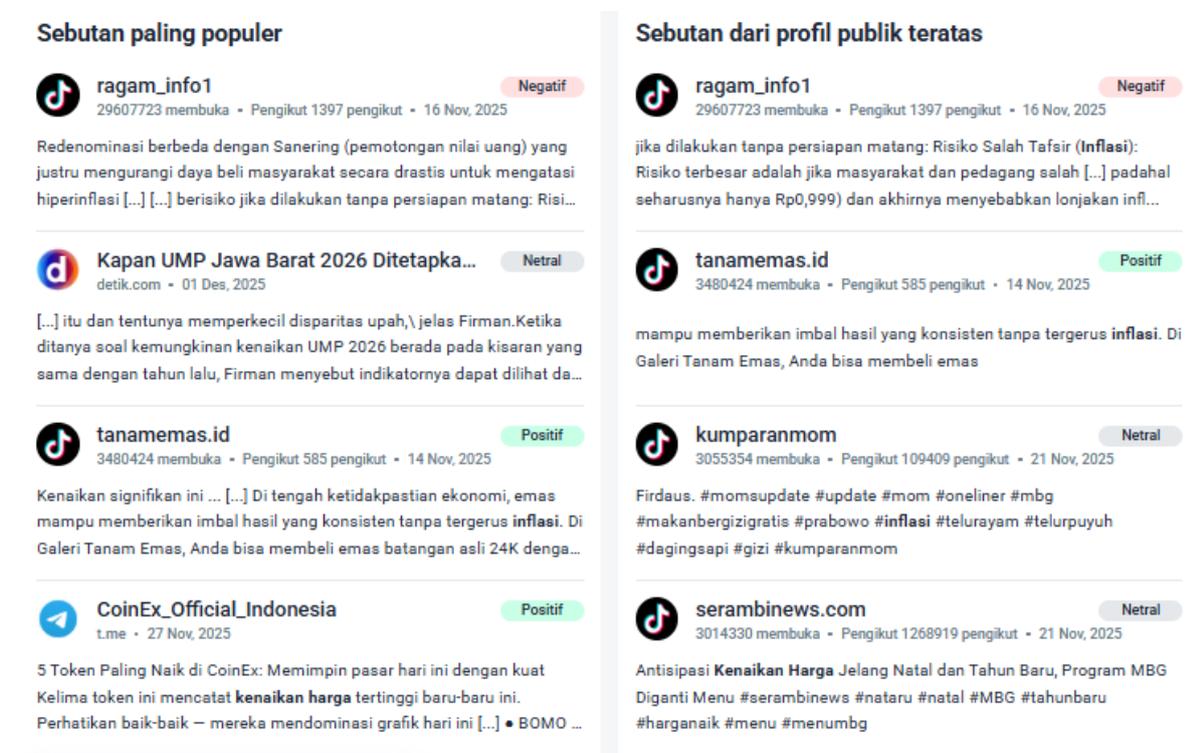


Figure 6. Analysis Results Most Popular Mentions Regarding Inflation Sentiment

Source: by Author

Based on the analysis results presented in Figure 6, it appears that public conversation on this issue is dominated by accounts with large reach on platforms such as TikTok and economic news portals. Posts from these accounts ragam_info1 topped the list and carried negative sentiment, highlighting the risk of inflation stemming from the policy of devaluing the currency and the lack of preparedness for price hikes. Its tone tended to reinforce public concerns about the rising cost of living, fostering the perception that inflation poses a real threat to daily economic

stability.²⁶ Meanwhile, several news sources, such as detik.com, held neutral sentiment, providing only objective information regarding the minimum wage policy and the factors causing inflation, without offering emotional opinions.

On the other hand, posts from tanamemas.id and CoinEx show an interesting positive sentiment. Both accounts view inflation as an opportunity, particularly through investment in assets like gold and crypto. The narratives they use focus on how gold can maintain its value and provide stable returns amid rising commodity prices, shifting public discussion toward solutions rather than concerns. Even in the public figure mentions category, tanamemas.id reaffirms the perception that inflation can be managed with the right investment strategy.

Overall, this analysis shows that inflation sentiment in digital spaces is heavily influenced by how the issue is framed. Accounts highlighting the risks and negative impacts of inflation tend to create public anxiety, while accounts offering perspectives on solutions generate positive sentiment. This pattern confirms that public perception of inflation depends not only on actual economic conditions but also on the narratives most frequently and powerfully circulated on social media.

Mentions and Reach Analysis of Inflation Sentiment

Data Types	Period I (7-15 November 2025)	Period II (16-22 November 2025)	Period III (23-29 November 2025)	Period IV (30 Nov - 7 Dec 2025)
Mentions	12,575	9,745	10,106	10,232
Reach	57,844,350	71,335,189	28,214,254	35,071,922

Table 2. Number of Mentions and Reach of Gold Investment Sentiment

Source: by Author

Based on the analysis of mentions and reach data on inflation from November 7 to December 7, 2025, it is clear that public conversation experienced significant fluctuations. In Period I, the number of mentions reached its highest point at 12,575, indicating high public attention to inflation at the beginning of the month. However, while Period II saw a decrease in mentions to 9,745, audience reach increased sharply to 71,335,189, indicating that despite the decrease in conversation, inflation-related content was published by prominent or viral accounts that week, reaching a much wider audience.

Entering Period III, mentions again experienced a slight increase to 10,106, but reach dropped drastically to 28,214,254. This pattern indicates that the conversation remained active, but was no longer dominated by highly influential sources. In Period IV (late November to December 7), mentions decreased slightly to 10,232, but reach increased to 35,071,922, indicating that some influential accounts were again discussing inflation, although not as extensively as in Period II.

²⁶ Michael Heise, *Inflation Targeting and Financial Stability* (Cham: Springer International Publishing, 2019), <https://doi.org/10.1007/978-3-030-05078-8>.

Overall, this fluctuating pattern indicates that public attention to inflation remained relatively consistent throughout the four weeks of monitoring, with mentions never dropping significantly below the 9,000–12,000 range. However, reach was significantly influenced by the key actors raising the issue. When inflation content was reported or discussed by viral accounts or major media outlets, reach surged, although conversation volume did not always increase. This suggests that public perception of inflation is determined not only by the volume of conversations, but also by who disseminates them and their influence in shaping the flow of public information.²⁷

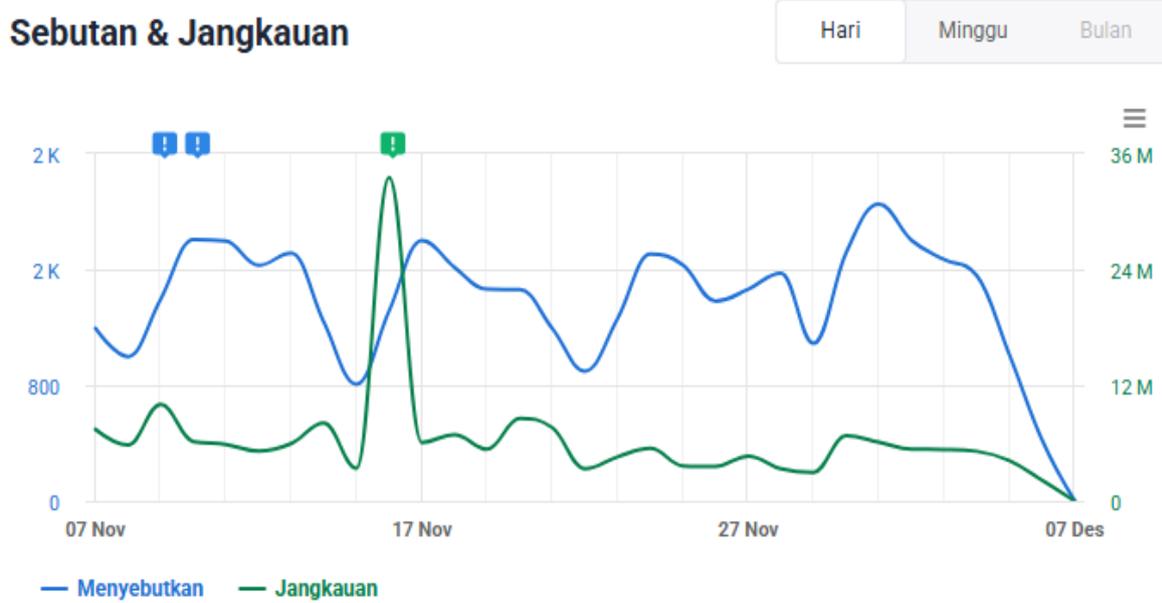


Figure 7. Analysis Results Mentions & Reach on Gold Investment Sentiment

Source: Brand24

The graph in Figure 7 above shows the dynamics of public discussion on inflation, with mentions and reach, which are heavily influenced by specific moments and accounts with significant reach. In general, the blue line (mentions) moved steadily in the mid-to-high range throughout the period from November 7 to December 7, indicating that inflation continued to be a topic of public discussion daily. However, there were several spikes indicating specific events or news stories that triggered increased discussion, as seen around November 10–12 and especially around November 16–17, when mentions increased significantly.

In contrast, the reach pattern (green line) shows sharper variations than mentions. Reach peaked around November 17th, significantly exceeding other days. This indicates that inflation-related posts were published on that day by influential accounts such as national media outlets, public figures, or viral accounts, reaching a very wide audience, even though the conversation volume did not spike as high as other peaks. After this peak, reach stabilized at a moderate level, indicating that conversation continued but was no longer driven by large accounts.

27 Olivier Coibion, Yuriy Gorodnichenko, and Michael Weber, “Monetary Policy Communications and Their Effects on Household Inflation Expectations,” *Journal of Political Economy* 130, no. 6 (January 18, 2022): 1537–84, <https://doi.org/10.1086/718982>.

Overall, this graph confirms that public perception of inflation is driven not only by the number of people discussing the issue, but also by who brings it to the public sphere. The large spike in reach without a corresponding increase in mentions illustrates how a highly influential post can drastically amplify the exposure of the inflation issue. In other words, the dynamics of inflation sentiment are amplified by specific viral moments, while everyday conversations remain stable, demonstrating that the public is consistently concerned about prices and the economy.

CONCLUSION

The findings of this study reveal that public sentiment toward inflation in Indonesia during November–December 2025 was highly dynamic and shaped by the narratives circulating across digital media. Using Brand24, the study identified that discussions on inflation were most prevalent on online news portals, followed by X (Twitter), YouTube, and TikTok. Overall sentiment was dominated by positive perceptions (53%), reflecting confidence in the government's ability to maintain price stability and control inflation. Meanwhile, 47% of the sentiment was negative, stemming from concerns over rising living costs and household economic pressures. The fluctuating pattern of mentions and reach indicates that public attention is strongly influenced by the activity of key opinion leaders and viral content creators in the digital space.

This research contributes both theoretically and practically to the growing field of digital behavioral economics. Theoretically, it demonstrates that public perceptions of macroeconomic issues such as inflation are influenced not only by objective indicators but also by emotional and narrative-driven digital discourse. The integration of netnography and AI-based social media analysis provides a novel methodological framework for understanding economic perceptions in real time. Practically, this study offers valuable insights for policymakers, communication strategists, and financial institutions to develop more responsive and transparent economic communication strategies that strengthen public trust and mitigate misinformation regarding inflation-related issues in Indonesia's online environment.

This study acknowledges its primary limitation in terms of temporal scope, as data collection was confined to a one-month observation period. Consequently, it may not capture long-term sentiment shifts related to inflation throughout the year. Future studies are encouraged to extend the monitoring period and integrate sentiment analysis with macroeconomic indicators such as consumer price indices, currency fluctuations, or policy announcements. Doing so would enable a deeper understanding of how digital narratives interact with real economic events. Additionally, incorporating machine learning models to classify and predict sentiment trends could enhance the analytical precision and policy relevance of digital economic research in Indonesia.

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