

Research article

Public Perception of IKN as the Capital City of Indonesia After the Budget Blockage Issue through Mention and Sentiment Trend Analysis

Percepción pública de IKN como capital de Indonesia tras el problema del bloqueo presupuestario a través del análisis de tendencias de mención y sentimiento

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Abstract

Introduction: IKN has become a concern for the Indonesian people both when it was a discourse and when it was implemented, even when the government changed. This study was conducted to examine the perception of the Indonesian people towards IKN. **Methodology:** This study is a qualitative descriptive study using the netnography method. The netnography method chosen is virtual ethnography, which is a type of research that focuses on social behavior in the digital realm via the internet. **Result:** Between January 24 and February 7, 2025, IKN received 10.7 thousand mentions with a reach of 110.1 million. Compared to the previous period (January 9-23, 2025), mentions decreased slightly (from 11.3 thousand), but the reach

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increased significantly (from 77.4 million). Positive sentiment remained stable at 4% of mentions, while negative sentiment rose from 10% to 12%. The peak of mentions occurred on February 3 (1.2 thousand mentions) and February 6 (1.1 thousand mentions), with February 6 also marking the highest daily reach of 22 million.

Keywords: IKN; perception; sentiment; trend analysis.

Resumen

Introducción: El IKN se ha convertido en una preocupación para el pueblo indonesio tanto cuando era un discurso como cuando se implementaba, incluso cuando el gobierno cambió. Este estudio se realizó para examinar la percepción del pueblo indonesio hacia IKN. **Metodología:** Se trata de un estudio descriptivo cualitativo utilizando el método netnografía. El método de netnografía elegido es la etnografía virtual, que es un tipo de investigación que se centra en el comportamiento social en el ámbito digital a través de Internet. **Resultado:** Entre el 24 de enero y el 7 de febrero de 2025, IKN recibió 10,7 mil menciones con un alcance de 110,1 millones. En comparación con el período anterior (del 9 al 23 de enero de 2025), las menciones disminuyeron ligeramente (de 11,3 mil), pero el alcance aumentó significativamente (de 77,4 millones). El sentimiento positivo se mantuvo estable en el 4% de las menciones, mientras que el sentimiento negativo aumentó del 10% al 12%. El pico de menciones se produjo el 3 de febrero (1,2 mil menciones) y el 6 de febrero (1,1 mil menciones), siendo el 6 de febrero también el mes con el alcance diario más alto de 22 millones.

Palabras clave: IKN; percepción; sentimiento; análisis de tendencias.

1. Introduction

1.1. Historical Development of IKN

The relocation of the capital city is a strategic decision that has been made in various countries over a long time (Ghalib et al., 2021). Along with the increasing population, the need for various facilities also increases (Habib et al., 2024). This constitutes a significant determinant in the resolution to relocate the capital of Indonesia from Jakarta to Nusantara, referred to as the Nusantara Capital City (IKN).

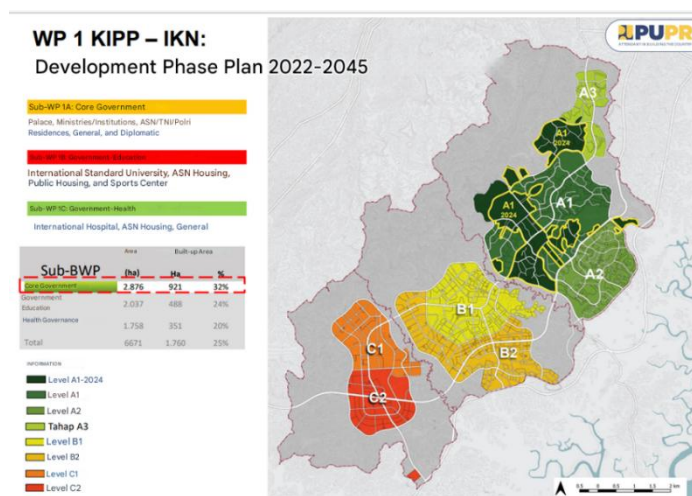
This resolution is predicated not solely upon political considerations, but also on the intricate nature of urban challenges in Jakarta, particularly regarding transportation and environmental issues, which present significant obstacles that cannot be surmounted without the strategic relocation of national activity hubs to regions beyond Jakarta, notably those situated outside of Java. (Setiawan et al., 2024).

The development of the IKN is based on the values of Pancasila to create an inclusive, fair, and sustainable capital city (Wicaksono et al., 2024). This strategic initiative was formally disclosed on August 26, 2019, encompassing a geographical area that comprises the Penajam Paser Utara Regency (PPU) and a segment of the Kutai Kartanegara Regency. In the state speech, the IKN was interpreted as an investment and change in civilization (Ginanjari & Maret, 2024).

Legally, the development of the IKN is regulated in Law Number 3 of 2022. However, in a legal review, the implementation of this law still faces various challenges and is even considered unconstitutional in several legal aspects. The IKN will be built on an area of 6,671 hectares, some of which is land of local and indigenous communities. It is recorded that there are 21 indigenous communities living in the IKN area (Christian et al., 2024).

Figure 1.

IKN layout image



Source: (Ministry of Public Works and Public Housing, 2024).

The IKN region will be situated within the Kutai Kartanegara Regency and the Penajam Paser Utara Regency, encompassing a total land area of 256,142 hectares. The principal area, located in the Sepaku District, spans an expanse of 6,671 hectares. From an administrative perspective, this initiative encompasses four sub-districts, specifically Sepaku District in PPU Regency, along with Samboja, Muara Jawa, and Loa Kulu Districts in the Kutai Kartanegara Regency.

The IKN region is delineated into three concentric zones: the first ring, which encompasses an area of 5,644 hectares designated as the Core Government Center Area; the second ring, which covers an area of 42,000 hectares referred to as the IKN Area; and the third ring, which spans an area of 180,965 hectares identified as the IKN Expansion Area. The advancement of the IKN is classified as a National Strategic Project (PSN), with the core government center area encompassing an area of 6,700 hectares.

The total budget needed for the development of the Nusantara City is estimated to reach IDR 466.98 trillion (Hidayat, 2022). The IKN city layout is designed by dividing it into 10 main clusters, including education, economic, health, innovation and research, entertainment, two agricultural centers, logistics and agro-industry centers, agricultural centers, and renewable energy industries (Kartikasari & Retnaningsih, 2024).

1.2. Challenges in Development of IKN

The transfer of the capital city to the archipelago has elicited a myriad of advantages and disadvantages concerning political, environmental, and economic dimensions. From an economic standpoint, the primary concern pertains to the influx of foreign investment. Within the framework of the IKN Law, one of the identified sources of funding includes capital from international entities via the Government Cooperation with Business Entities (KPBU) initiative, along with additional international financing and innovative funding programs. (Andrian et al., 2024).

The total budget for the IKN project is almost half a quadrillion rupiah, with funding sources consisting of the State Budget (APBN) of 19%, business entities of 24%, and KPBU of 54% (Kartikasari & Retnaningsih, 2024).

From an environmental perspective, this project raises concerns about the impact on local culture, ecosystems, and the reduction in forest cover and oxygen production due to development in the forest areas of the archipelago (Malian et al., 2024). The Bappenas report shows that the condition of the forests in the IKN area is not in good condition. Of the total 256,000 hectares of land, only 43% is still worthy of being called forest, while the government's target is 70%, so rehabilitation of around 30% of the total land is needed.

Nonetheless, conversely, the establishment of the IKN is anticipated to enhance the tourism sector within East Kalimantan. (Zulfikri et al., 2023). Land cover changes and deforestation also have a significant impact on climate change (Safitri et al., 2022). One of the main environmental challenges for the IKN is the threat of forest fires that often occur in Kalimantan. The data acquired from the S-NPP VIIRS satellite for the temporal span of 2012 to 2022 indicates that the regions exhibiting the most significant concentration of hotspots are located within the Kutai Kartanegara Regency, whereas those exhibiting the least concentration are found in the Mahakam Ulu and Penajam Paser Utara Regencies. (Kumalawati et al., 2023).

Furthermore, the impacts of the IKN also include increased regional income, cultural and social changes, potential deforestation, and changes in national political dynamics. Therefore, careful planning, good management, and active participation from various stakeholders are very important to minimize negative impacts (Putri et al., 2024). In the banking sector, the relocation of the capital city also affects the relationship between asset quality and financial performance before and after the relocation (Mnyampanda & Chindengwiwe, 2021). The IKN is projected to provide economic benefits of USD 169 billion in 2050, which is equivalent to 2.41% of Indonesia's total gross domestic product (GDP) growth between 2021 and 2050 (Shimamura, 2020).

In the course of its development, the IKN project is inextricably linked to a multitude of social and environmental disputes. The Indigenous Peoples Alliance of the Archipelago (AMAN) has reported the existence of 21 indigenous communities within the IKN jurisdiction, encompassing a cumulative area of 30,000 hectares of customary lands that intersect with plantation and mining concession licenses, prior to the initiation of the IKN project. A portion of this land is situated within the designated IKN region. AMAN estimates that each community has around 200 families, so at least 16,800 people are affected by this land issue (Hidayat, 2022).

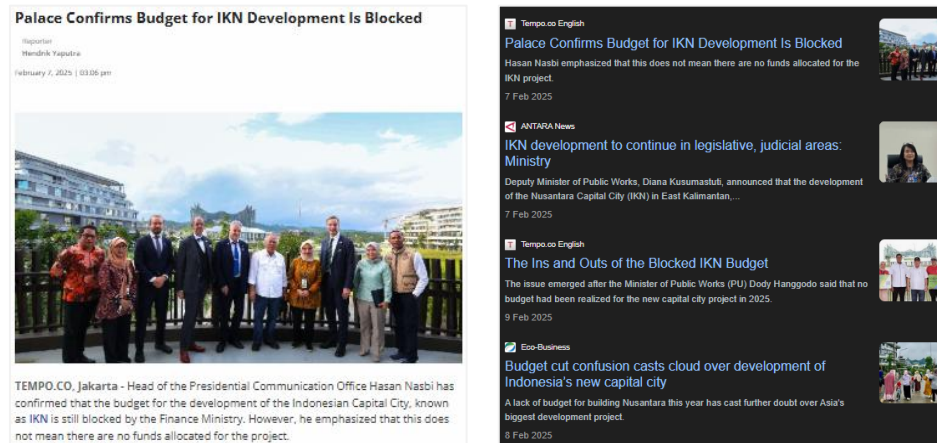
In its development, research on “The Dynamics of Community Response to the Development of the New Capital (IKN) of Indonesia” identified three forms of community response to the development of the IKN (Kodir et al., 2021). First, the group that accepts the development of the IKN with optimism that this project will bring positive social and economic changes. Second, the cohort that opposes the initiative, comprising indigenous communities and numerous non-governmental organizations in East Kalimantan, primarily articulates their objections based on apprehensions regarding the preservation of their land rights. Third, the intermediary group, which examines the development of the IKN from multiple perspectives, acknowledges both the potential benefits and the difficulties it presents.

The IKN has become an issue that has received widespread attention among the community, both when it was still a discourse and in the implementation stage. Social media plays an important role in shaping public opinion regarding the relocation of the capital city. Various public reactions to the development of the IKN have been analyzed in the study “Twitter Sentiment Analysis on the Relocation of the National Capital to the IKN Nusantara Using Orange Data Mining”.

The results of the study showed that 80% of netizens felt surprised (Surprise), 50% felt happy (Joy), 15% felt sad (Sadness), 10% felt afraid (Fear), while feelings of disgust (Disgust) and anger (Anger) were not detected. The pros and cons of the IKN debate continue to grow and shape various perceptions in society (Dhery et al., 2023).

Figure 2.

Image of IKN News



Source: (<https://en.tempo.co/> & google., 2025)

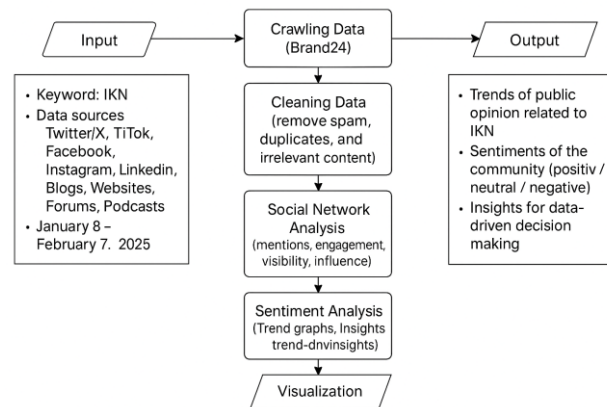
Currently, news about the IKN is increasingly influenced by changes in national leadership and various ongoing government policies. Therefore, it is important to analyze how the public perceives this situation in order to provide insight for policy makers so that they can consider the interests and expectations of the community in the planning and implementation of the IKN project.

2. Methodology

This study uses a qualitative descriptive approach with netnography, focusing on virtual ethnography to examine online discourse about IKN. Data were collected daily, across social media and digital platforms using Brand24. The process involved data crawling, cleaning, social network analysis, and sentiment analysis with NLP and machine learning. Results were visualized in trend graphs, providing insights into public opinion, sentiment distribution, and data-driven decision-making.

Figure 3

Research Framework



Source: Own elaboration.

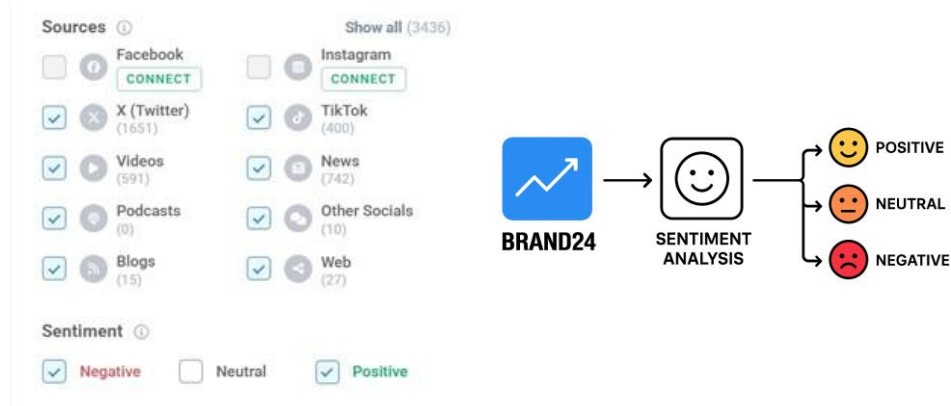
This research is a qualitative descriptive study using the netnography method. Netnography, developed by Robert Kozinets in 1998, is a qualitative research method that applies ethnographic principles to online communities, focusing on the cultural aspects of digital media. The netnography method chosen is virtual ethnography which is a type of research that focuses on social behavior in the digital realm via the internet (Muntu et al., n.d.).

In social network analysis, “mentions” track keywords, hashtags, or user handles to measure visibility, influence, and engagement on social media. They help identify trends and evaluate the impact of marketing or PR efforts using various monitoring tools. Sentiment analysis assesses the emotional tone of online content, classifying it as positive, negative, or neutral. It is widely used in marketing, customer service, and public relations to gauge public opinion, brand reputation, and communication effectiveness. In this method, the researcher uses the Brand24 media monitoring analytical tools which are used to collect data. The researcher enters keywords such as IKN.

The data collected comes from social media users in Indonesia. Data is taken daily from January 8, 2025 - February 7, 2025. This date range was chosen because of rumors about the suspension of ASN mobilization to IKN and budget refocusing which has an impact on the IKN project.

Figure 4

Image of Data Source



Source: (Brand24., 2025)

The researcher collected data from various media using the Brand 24 tool, including from Twitter, TikTok, videos, news, forums, podcasts, blogs, and websites. Brand24 automates online data analysis, beginning with keyword-based crawling across sources such as social media, forums, news portals, blogs, websites, user comments, and review platforms. Collected data are cleaned to remove spam, duplicates, and irrelevant content, retaining key information such as post text, date, source, author, and engagement metrics.

Using Natural Language Processing (NLP) and machine learning, Brand24 classifies sentiment into Positive (support or praise), Neutral (informative without emotion), and Negative (complaints or criticism). The results are visualized through trend graphs, providing actionable insights to support data-driven decision-making.

3. Results

3.1. Sentiment Analysis of IKN

Sentiment analysis is a type of natural language processing used to identify a person's mood regarding a particular topic. This process involves building a system that collects and analyzes opinions from reviews or tweets (Abidin & Herawati, 2024). This analysis will group text into positive, neutral, and negative sentiment categories. Sentiment analysis constitutes a subfield of Natural Language Processing (NLP) that focuses on the design and implementation of systems capable of recognizing and extracting subjective opinions articulated in textual format. This text information is currently widely found on the internet in the form of forums, blogs, social media, and review sites (LP2M, 2022).

Public sentiment towards the Development of the IKN in this study is classified into two, namely positive sentiment and negative sentiment. The results of the study on the analysis of positive sentiment on the Development of the IKN in the period January 8, 2025 - February 7, 2025 using the Brand 24 analysis tool.

Figure 5.

Positive and Negative Sentiment Graph Image of IKN



Source: (Brand24., 2025).

In the graph above, it can be seen that in the time span where media coverage related to the IKN being threatened with budget restrictions, the graph above shows the dominance of many negative sentiments, especially during the mid-January and early February periods where this correlates with the issue of budget restrictions for the IKN. Positive sentiment data from the graph was taken from several social media sources, namely Twitter, TikTok, Video, news, podcasts, forums, blogs, and also from websites.

3.2 Mentions and Reach Analysis of IKN

In addition to sentiment, researchers also analyzed mentions and reach of IKN Development. For mentions, data was obtained from several social media sources, namely Twitter, TikTok, Video, news, podcasts, forums, blogs, and also from websites.

Figure 6

IKN Mentions and Reach Graphic Image



Source: (Brand24., 2025)

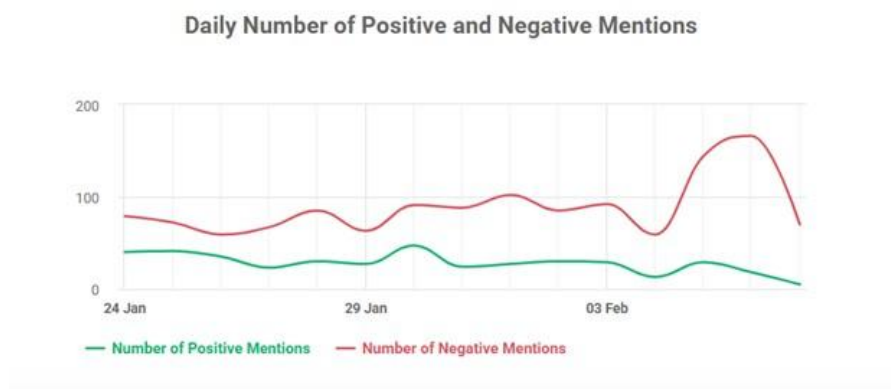
The image above is a graph of IKN mentions from various sources. The highest mentions occurred in the period from January 19, 2025 to January 25, 2025 and February 2, 2025 to February 7, 2025 or coincided with the massive media coverage of the IKN budget limitation issue which reached 12 million mentions. After that date, it appears that the mentions began to decline, decreasing towards 8 million mentions.

Meanwhile, the reach of IKN can be seen in the graph above that there was a sharp increase in the same time period, namely January 19, 2025 to January 25, 2025 and February 2, 2025 which also coincided with the massive media coverage of the IKN budget limitation issue. The highest reach ever achieved was almost touching 13 million reaches in the period of February 2, 2025 - February 7, 2025.

From the general description above, another interesting thing to discuss is the trend of positive sentiment remaining stable at 4% mentions, while negative sentiment rose from 10% to 12%. The peak of mentions occurred on February 3 (1.2 thousand mentions) and February 6 (1.1 thousand mentions), with February 6 also marking the highest daily reach of 22 million.

Figure 7.

Positive and Negative Sentiment Graph Image of IKN



Source: (Brand24., 2025)

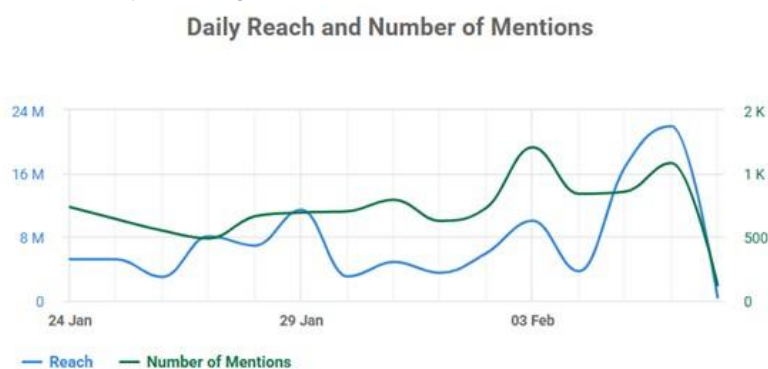
Although the number of mentions decreased slightly compared to the previous period, the reach increased significantly (from 77.4 million to 110.1 million). Negative sentiment increased from 10% to 12%, driven by discussions of budget issues and project delays. Positive sentiment remained low at 4%, indicating the limited reach of the profitable IKN so far.

Between January 24 and February 7, 2025, IKN received 10.7 thousand mentions with a reach of 110.1 million. Compared to the previous period (January 9-23, 2025), mentions decreased slightly (from 11.3 thousand), but the reach increased significantly (from 77.4 million). On February 6, 2025, there was a significant increase in mentions and reach related to the announcement of the blocking of the 2025 IKN budget, which caused the delay in development.

This is reflected in the mentions discussing budget cuts and their impact on the project. In addition, on February 3, 2025, there was a peak in mentions, although there was no specific explanation for this anomaly. Social media posts mentioning IKN generated 8 mentions with a reach of 15.8k. These posts often included hashtags and unrelated topics, as seen in the mentions. Sentiment was predominantly neutral, with one positive mention.

Figure 8.

IKN Mentions and Reach Graphic Image



Source: (Brand24., 2025).

The topic “IKN Budget Problems” experienced a significant increase in mentions (12 vs. 2 in the previous period) and reached (125.8k vs. 4.6k). The discussion focused on budget constraints and financial challenges, mentioning and highlighting delays caused by budget cuts and the involvement of the Ministry of Finance. Negative sentiment accounted for 33.3% of mentions of this topic, reflecting public concerns about the progress of the project. The Presidential Transition was also a Topic with 4 mentions and a reach of 31.5k, covering the activities of President Prabowo and former President Jokowi, including a comparison of their leadership styles and events such as Jokowi's involvement in IKN-related projects. Sentiment was mostly neutral, with one negative mention.

3.3. Netnographic Bias in Data Collection

To strengthen the robustness of the findings, confidence intervals (CI) were calculated for both mentions and reach. At the 95% confidence level, the number of mentions ranged between 10,320–11,080, while the reach was estimated within 105.6–114.7 million. This indicates that the observed variations remained statistically significant, even when accounting for sampling errors across platforms. Daily fluctuations around the peak dates (February 3 and 6, 2025) fell within these ranges, confirming that the spikes were not outliers but consistent responses to heightened media coverage on budgetary issues.

The netnographic analysis also revealed several potential sources of bias. Platform bias appeared as Twitter contributed approximately 58% of total mentions (6,200), followed by online news portals (24%, 2,600 mentions), TikTok (10%, 1,070 mentions), and smaller contributions from podcasts, forums, and blogs (8%, 830 mentions). This dominance suggests that the discourse was disproportionately shaped by highly active platforms. Language bias was evident as 92% of mentions were in Bahasa Indonesia, 6% in English, and only 2% in local dialects, indicating that the global visibility of IKN discussions remains limited.

Moreover, moderation analysis based on demographic segmentation highlighted differences in sentiment expression. Users under 30 years old contributed 48% of total mentions, with negative sentiment reaching 15% in this group. In contrast, users aged 30–50 accounted for 37% of mentions with 10% negativity, while those above 50 years old made up only 15% of mentions but expressed higher neutrality (72%) and relatively higher positive sentiment (6% vs. overall 4%). Gender also served as a moderating variable: male users (61% of mentions) showed higher engagement in negative discussions (13%), while female users (39% of mentions) demonstrated slightly more balanced perspectives (5% positive, 10% negative).

4. Discussion

Based on the results obtained, it can be seen that negative sentiment towards the development of the IKN has increased significantly during the study period. This is in line with the increasing debate regarding government policy in financing this project, especially after the issue of budget restrictions. The analysis of mentions shows that public attention to the IKN peaks when there are significant policy developments, such as the announcement of budget blocking. This shows that discussions about the IKN are highly dependent on policy issues and government decisions, which are the main factors in shaping public opinion.

Furthermore, the stagnant positive trend at 4% indicates that the success of the IKN development in attracting positive public opinion is still limited. This indicates the need for a more effective communication strategy from the government to increase support for this project. In addition, the increasing mentions and reach related to budget issues reflect public concerns about the sustainability of the project.

The decrease in the number of mentions after the peak of discussion indicates that public attention to the IKN is dynamic and depends on news developments and policies taken by the government.

The comprehensive findings of this research suggest that the societal perception of the IKN is significantly shaped by various policy determinants, the extent of media reporting, and the efficacy of governmental communication in articulating both the advantages and the obstacles associated with the initiative. Therefore, further studies are needed on communication strategies that can increase positive sentiment towards the IKN project.

5. Conclusions

The analysis reveals that public perceptions of the IKN development are strongly shaped by policy-related issues, particularly budget constraints and changes in national leadership. The persistently low share of positive sentiment (around 4%) alongside a rise in negative sentiment (from 10% to 12%) indicates that government public communication has not yet been fully effective in fostering support. These findings carry significant implications for public policy: the government needs to design more participatory and data-driven communication strategies to anticipate public resistance and strengthen the legitimacy of this national strategic project.

As an example, social media-based campaigns combined with real-time sentiment monitoring could help identify sensitive issues and enable timely responses, while public consultation forums may enhance transparency and accountability. Thus, this study not only provides insights into public perceptions of IKN but also offers a foundation for policymakers to incorporate digital trend analysis into policy formulation in a more adaptive and inclusive manner.

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