

Netizen In Social Media X Responses Of The Indonesia National Village Cooperative Policy (Kdmp)

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Abstract – This study investigates public reactions on social media platform X regarding Indonesia's Koperasi Desa Merah Putih (KDMP) policy, introduced via Presidential Instruction No. 9 of 2025 to create 80,000 village cooperatives. Utilizing NVivo 12 Plus for CAQ-DAS from January 1 to April 4, 2026, the research combines automated sentiment, content, and qualitative narration analysis to explore grassroots institutional trust within Policy Feedback Theory. Empirical findings reveal a severe deficit in public confidence, with automated sentiment analysis showing 75% negative discourse against a 25% positive baseline. Deconstructing this friction, content analysis indicates that "Critique the Policy" commands 35.71%, followed by "Rising Voice" (28.57%), "Sharing Information" (21.43%), and "Support Policy" (14.29%). Narration analysis shows that while nationalistic hashtags like #kdmp (120 counts), "merah" (56), and "putih" (56) anchor the conversation, this patriotic framing is overshadowed by deep anxieties regarding bureaucratic elite capture, systemic inefficiency, and institutional friction with existing Village-Owned Enterprises (BUMDes). This exposes a stark disconnect between top-down state public relations and grassroots skepticism. To foster sustainable community-backed trust, policymakers must pivot from superficial infrastructure metrics toward integrating public feedback, clarifying institutional boundaries, and establishing independent oversight to ensure true democratic legitimacy and rural economic self-reliance.

Abstrak – Penelitian ini mengkaji respons publik di platform media sosial X terkait kebijakan Koperasi Desa Merah Putih (KDMP) di Indonesia, yang diperkenalkan melalui Instruksi Presiden No. 9 Tahun 2025 untuk mendirikan 80.000 koperasi desa. Dengan menggunakan NVivo 12 Plus untuk CAQ-DAS dari tanggal 1 Januari hingga 4 April 2026, penelitian ini memadukan analisis sentimen otomatis, konten, dan narasi kualitatif guna mengeksplorasi kepercayaan institusional akar rumput dalam kerangka *Policy Feedback Theory*. Temuan empiris menunjukkan adanya krisis kepercayaan publik yang parah, di mana analisis sentimen otomatis menampilkan 75% wacana negatif berbanding dengan 25% garis dasar positif. Mengurai friksi tersebut, analisis konten mengindikasikan bahwa kategori "Kritik Kebijakan" mendominasi sebesar 35,71%, diikuti oleh "Menyuarakan Aspirasi" (28,57%), "Berbagi Informasi" (21,43%), dan "Dukungan Kebijakan" (14,29%). Analisis narasi memperlihatkan bahwa meskipun tagar nasionalis seperti #kdmp (120 hitungan), "merah" (56), dan "putih" (56) menjadi jangkar percakapan, pembingkai patriotik ini dibayangi oleh kekhawatiran mendalam mengenai penguasaan oleh elit birokrasi, ketidakefisienan sistemik, serta gesekan institusional dengan Badan Usaha Milik Desa (BUMDes) yang sudah ada. Hal ini memperlihatkan adanya kesenjangan yang mencolok antara humas pemerintah yang bersifat *top-down* dengan skeptisisme akar rumput. Untuk menumbuhkan kepercayaan berbasis komunitas yang berkelanjutan, pembuat kebijakan harus beralih dari metrik infrastruktur yang dangkal menuju integrasi umpan balik publik, memperjelas batas-batas kelembagaan, dan membentuk pengawasan independen guna memastikan legitimasi demokratis yang nyata serta kemandirian ekonomi desa.

Kata Kunci – KDMP, Social Media X, Policy Feedback Theory, Sentiment Analysis, Village Cooperative.

I. INTRODUCTION

This research tries to explain the social response of the National Village Cooperative Program or Koperasi Desa Merah Putih (KDMP) in Indonesia by the dimension of Social Media Specific in X Platform. The deployment of the

Koperasi Desa Merah Putih (KDMP) policy established via Presidential Instruction (Inpres) No. 9 of 2025 to fast-track the creation of over 80,000 village cooperatives has triggered a vast wave of public discourse across the social media spectrum. In digital ecosystems like X (formerly Twitter), TikTok, Instagram, and Facebook, the public reaction forms a highly fragmented map of public sentiment. Sentiment analysis of these platforms reveals that while a substantial portion of the digital populace adopts a neutral, data-sharing stance, the vocal minority is deeply split between top-down state optimism and grassroots skepticism. Government agencies, particularly the Ministry of Communication and Digital Affairs (Kemkomdigi), actively utilize official accounts to broadcast structural success stories, framing the policy as the foundational digital backbone for Indonesia's rural Micro, Small, and Medium Enterprises (MSMEs). Conversely, independent civic channels and local community groups generate intense digital friction, treating the platforms as open public spheres to question the operational sustainability of these cooperatives [1], [2], [3].

On the supportive end of the spectrum, digital discourse heavily mirrors official state narratives, amplifying the themes of economic nationalism, modern rural digital integration, and financial sovereignty. Social media campaigns championed by regional leaders and ministerial accounts spotlight the expansive coverage of 4G and 5G networks, framing KDMP as a modern "soko guru" (pillar) that frees rural farmers and merchants from predatory lenders. Through video success stories on TikTok and visual infographics on Instagram, digital advocates champion the policy's multi-sector approach, which spans agricultural distribution, local commerce, and digital payment infrastructure. On these channels, the "Merah Putih" branding effectively leverages patriotic digital sentiment, positioning cooperative enrollment as an act of economic solidarity aligned with the national push toward Indonesia Emas 2045. For this segment of the digital sphere, the program is celebrated as an aggressive, necessary disruption to traditional, multi-layered supply chains that have historically marginalized rural producers [4], [5].

Shifting toward the critical and skeptical sectors of the social media spectrum, algorithmic text classification reveals deep-seated concerns regarding institutional capacity, bureaucratic overreach, and the risks of political co-optation. Academic observers, local NGOs, and regional commentators utilize platforms like X and LinkedIn to publish critical policy briefs, highlighting that the top-down mandate heavily ignores socio-cultural village structures. Viral threads frequently dissect the historical failures of rural cooperatives, citing data showing that a majority of existing village entities struggle due to deficient financial literacy and inadequate accounting skills among local managers. Social media users express open concern that the rapid, highly bureaucratic rollout turns these cooperatives into mere compliance targets for regional governments rather than self-sustaining, community-driven enterprises. Furthermore, digital forums serve as a warning space regarding local political dynamics, with users expressing anxiety that without strict, non-partisan oversight, these newly funded cooperatives could easily be co-opted as political instruments by village elites during local election cycles.

Ultimately, the social media spectrum reflects a critical disconnect between systemic digital infrastructure deployment and genuine community engagement, which dictates the long-term viability of the policy. The massive online push by the government has successfully created widespread structural awareness and integrated a portion of rural businesses into the digital marketplace, but it has yet to bridge the trust gap regarding grassroots ownership [6], [7], [8], [9]. Public opinion across various networks continuously emphasizes that while network accessibility and official press releases are expanding rapidly, the actual economic survival of the 83,000 cooperatives relies entirely on organic local participation rather than forced bi-weekly administrative updates. Moving forward, the digital discourse indicates that for the Koperasi Desa Merah Putih policy to transition from a top-down digital public relations campaign into a permanent economic reality, state actors must shift their social media strategies away from purely lecturing on infrastructure metrics and toward cultivating transparent, community-driven narratives that actively address structural feedback from the village level. In this research tries to seeks answers the question is How the Netizen on X Responses of the National Village Cooperative Program or Koperasi Desa Merah Putih (KDMP) Policy in Indonesia?

II. LITERATURE REVIEW

Based on the previous study on the Scopus Database with the features of Advaced Document Serach in this case using PRISMA Methods chritheria and Prompt is TITLE-ABS-KEY ("Policy " AND "Communication" AND "Social Media") AND PUBYEAR > 2019 AND PUBYEAR < 2027 AND SUBJAREA (SOCI) AND LANGUAGE (english) AND (LIMIT-TO (SRCTYPE , "j")) AND (LIMIT-TO (LANGUAGE , "English")) AND (LIMIT-TO (SUBJAREA , "SOCI")) AND PUBYEAR > 2022 AND PUBYEAR < 2027 the result are 742 Documents. The Vos Analysis are explain in figure 1.

The most visible manifestation of resource effects in real-world governance is the concept of path dependency and the creation of impenetrable "lock-in" effects, where an initial policy choice makes switching to an alternative path progressively more expensive and politically impossible over time. When a major policy is enacted, it triggers a cascade of massive, long-term investments by individuals, corporations, and bureaucratic institutions who adapt their strategies, business models, and lives to align with the new legal reality. Over time, these adaptations generate powerful "increasing returns," meaning that the benefits of sticking with the current policy rise, while the costs of exiting or changing course become astronomically high. A classic historical example of this is the United States Social Security Act of 1935; once the program began distributing reliable retirement benefits, it created a massive, highly organized constituency of older Americans who viewed these benefits as an earned right. This vast voting bloc, eventually mobilized by powerful interest organizations like the AARP, transformed Social Security into the legendary "third rail of American politics" a policy so deeply locked into the system that any politician attempting to dismantle it faces immediate political devastation [15], [16], [17].

While resource effects build massive walls of interest-group defense, interpretive effects quietly shape the very fabric of mass public opinion and civic identity through the subtle distribution of social messages. When the state designs a policy, it explicitly or implicitly categorizes target populations into distinct groups such as "advantaged" groups (e.g., homeowners, veterans), who are viewed as deserving of public support, and "deviant" or "dependent" groups (e.g., low-income welfare recipients), who are often viewed with suspicion and subjected to punitive oversight. Suzanne Mettler's groundbreaking research on the "submerged state" reveals how policies that operate through hidden tax expenditures, such as mortgage interest deductions, lead wealthy beneficiaries to believe they are entirely self-sufficient, completely unaware that they are receiving massive government assistance. This interpretive blindness fiercely distorts public opinion, causing these advantaged groups to oppose public spending for others while fiercely defending their own hidden subsidies. On the flip side, highly visible, means-tested, and heavily scrutinized welfare programs often inflict a deep psychological toll on low-income recipients, flooding them with messages of stigma, surveillance, and second-class citizenship, which ultimately erodes their trust in government and causes them to withdraw entirely from the democratic process [18], [19].

Ultimately, Policy Feedback Theory provides a vital, diagnostic lens for understanding the long-term survival, evolution, or decay of democratic institutions and social contracts across the globe. By highlighting how initial legislative victories can build their own permanent, self-defending political structures, the theory explains why some social programs grow into untouchable national pillars while others remain permanently fragile and vulnerable to ideological demolition. However, the theory also issues a stark warning about the self-reinforcing loops of political inequality: when policies consistently enrich and politically empower affluent groups while simultaneously stigmatizing, defunding, and alienating marginalized communities, the policy feedback loop acts as an amplifier for democratic distortion. This imbalance creates a vicious cycle where those who already possess systemic advantages gain more tools to skew future policy in their favor, while disadvantaged populations are pushed further into civic silence. For modern policymakers, scholars, and civil society advocates, mastering the principles of PFT is therefore absolutely essential; it demonstrates that designing an effective policy requires far more than solving an immediate technical or economic problem it requires carefully anticipating the long-term political forces, civic identities, and power dynamics that the policy itself will inevitably unleash into the world [20], [21].

Policy Communication in Social Media Spectrum

Policy communication across the social media spectrum represents a fundamental shift from traditional, top-down government broadcasting to a dynamic, multi-directional network of public engagement. In the past, state actors relied on linear mass media channels like press releases, television, and print newspapers to disseminate legislative actions, leaving little room for spontaneous civic feedback. Today, the digital ecosystem fragments this process into an expansive spectrum of platforms such as X (formerly Twitter), TikTok, Instagram, and LinkedIn each defined by distinct algorithmic behaviors, demographic user bases, and rhetorical styles. Within this landscape, public policy is no longer just announced; it is actively negotiated, disassembled, and reframed in real-time. This structural evolution forces governing bodies to move away from reactive crisis management toward an active framework of digital public relations, using visual infographics and short-form video content to build policy literacy and institutional transparency before public skepticism can solidify into organized resistance [22].

The mechanics of this digital spectrum rely heavily on the logic of "connective action," where personalized content creation allows ordinary citizens to rapidly aggregate, contest, or champion government initiatives. When a state agency launches a policy campaign, the information splits along diverse communicative pathways. On visually-

driven networks like Instagram and TikTok, governments focus on socialization, simplifying dense legal texts into bite-sized, emotionally resonant stories to drive mass awareness and civic pride. Conversely, text-heavy networks like X and LinkedIn serve as digital arenas for critical policy briefs, rapid text classification, and counter-narratives driven by academic observers, journalists, and special interest groups. This algorithmic sorting often results in pronounced network polarization, where different online communities interpret the exact same legislative event through highly contrasting ideological frames. Consequently, while social platforms significantly lower the barrier for democratic participation, they also intensify information friction, enabling localized echo chambers that can systematically distort the state's original administrative intent [23], [24].

To navigate this fragmented environment, modern public policy communication must transition from a strict vertical governance paradigm to a horizontal, citizen-centered model that actively leverages digital feedback loops. Successful digital governance requires state communication teams to balance traditional information push strategies with active network listening and data-driven sentiment analysis. By monitoring trending hashtags, viral content, and user commentary, agencies can identify public confusion, track systemic misinformation, and adaptively refine their legislative messaging to address real-world anxieties. Ultimately, social media functions as a powerful double-edged sword for public administrators; when utilized purely as an authoritarian megaphone to blast compliance metrics, it erodes institutional credibility and accelerates public alienation. However, when treated as an open, interactive space for genuine two-way dialogue, proactive emotional governance, and collaborative knowledge sharing, the social media spectrum becomes an indispensable tool for building performance-based trust, strengthening democratic legitimacy, and ensuring long-term policy compliance [25], [26].

III. METHOD

This study employs a Computer Assisted Quantitative Data Analysis Software (CAQ-DAS) approach using NVivo 12 Plus to systematically evaluate public discourse surrounding the Koperasi Desa Merah Putih (KDMP) policy on social media platform X (formerly Twitter). The initial stage involves harvesting targeted dataset queries incorporating on themes of KDMP via NCapture from 1 January 2026 until 30 April 2026, followed by dataset cleaning and de-duplication within the software ecosystem. To establish an aggregate emotional landscape, an automated Sentiment Analysis is executed using NVivo's built-in auto-coding wizard, which algorithmically classifies user posts into positive, negative, and neutral parameters based on localized linguistic modifiers. This computational step is immediately followed by an inductive Content Analysis to map structural sub-themes; by utilizing word frequency queries and matrix coding, textual datasets are condensed into structured node hierarchies that capture recurring focal points, such as rural capital access, operational transparency, and systemic risks of bureaucratic elite capture.

To bridge the analytical gap between macro-level textual patterns and micro-level human experiences, the methodology incorporates a qualitative Narration Analysis to decode the underlying stories, cultural frameworks, and user identities within the digital sphere. Using NVivo's advanced manual coding, cases are clustered by actor profiles distinguishing between formal state agencies, grassroots agrarian communities, and independent economic commentators to analyze how different stakeholders construct chronological or thematic narratives about the KDMP policy. This narrative layer evaluates how users contextualize their personal encounters with rural banking integration, local cooperative management, and systemic institutional friction. By cross-tabulating the auto-coded sentiment metrics with these qualitative narrative structures through matrix coding queries, the CQ-DAS framework successfully isolates not just what the public sentiment is regarding the cooperative policy, but precisely how and why specific socio-political identities construct their digital realities within the contemporary Indonesian political spectrum [27], [28].

IV. RESULT AND DISCUSSION

This research parts are define in three analysis Parts to knowing the Netizen X responses about implementation National Village Cooperative Policy (KDMP) of The analysis are define: *First*, Sentiment Analysis to kowing the sentiment of the Netizen of X about the Free Nutritious Meal (MBG) Policy. *Second*, Content analysis to knowing what kind the content tendency used in social media X about the Free Nutritious Meal (MBG) Policy. *Third*, Narration analysis to knowing the narration popular about the Free Nutritious Meal (MBG) Policy.

Sentiment Analysis of National Village Cooperative Policy (KDMP)

This analysis parts tries to explain the netizen sentiment about the National Village Cooperative Policy (KDMP) in X. This analysis using sentiment analysis in Nvivo 12Plus, with two option Positive and Negative. The result on figure 2 and table 1.

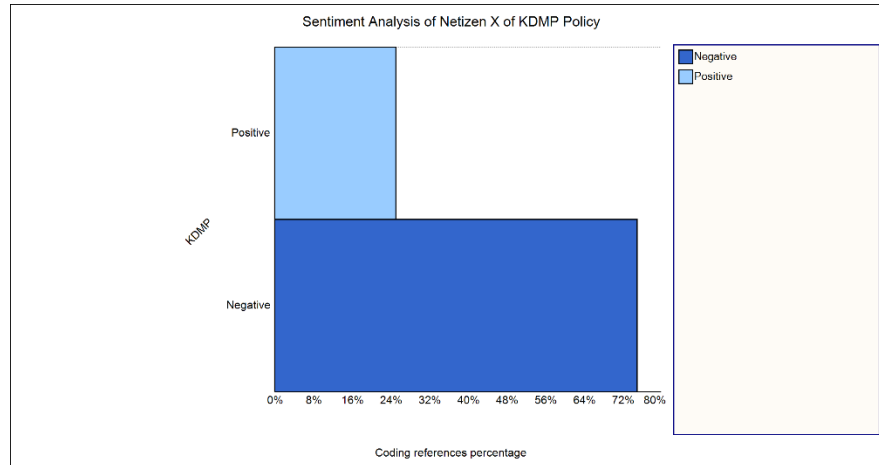


Figure 2 Sentiment Analysis of National Village Cooperative Policy (KDMP)

Tabel 1
Sentiment Analysis of National Village Cooperative Policy (KDMP)

	Negative	Positive	Total
KDMP	75%	25%	100%
Total	75%	25%	100%

The provided dataset offers a quantitative summary of public sentiment regarding the National Village Cooperative Policy, commonly known as Koperasi Desa Merah Putih (KDMP). Social media platforms, particularly X (formerly Twitter), function as a real-time digital town square where public policies undergo immediate scrutiny, amplification, and pushback. According to the provided metrics, public perception toward the KDMP initiative is overwhelmingly critical, with negative sentiment capturing a staggering 75% of the total discourse. Conversely, positive sentiment represents a mere 25% of the conversation, establishing a stark 3 to 1 ratio of disapproval over approval. This distribution indicates that while the policy's foundational goals may hold structural promise, its perception among the digital public is heavily overshadowed by systemic concerns, implementation anxieties, and communicative disconnects.

The 75% negative sentiment baseline highlights a profound crisis of public confidence regarding how rural cooperative reforms are executed. Historical netnographic data from short-form social media platforms and macro-policy trackers reveal that public skepticism toward village-level initiatives usually clusters around governance vulnerabilities. Users on platform X frequently raise alarms regarding institutional integrity, citing risks of nepotism, corruption, and the potential mismanagement of village funds (*dana desa*). Furthermore, because the KDMP model has been rolled out via top-down presidential instructions and rapid ministerial mandates, the digital public perceives it as an administrative compliance exercise rather than an organic, community-led movement. Fears that these cooperatives could overlap or conflict with existing Village-Owned Enterprises (*Badan Usaha Milik Desa* or *BUMDes*) create an environment of institutional confusion, driving the critical discourse that dominates three-quarters of the social data.

Beyond localized governance fears, a significant portion of the negative sentiment on X is fueled by broader macroeconomic and fiscal anxieties. Analysts and informed citizens use the platform to debate the financial sustainability of aggressive, centralized state spending programs. As the KDMP initiative is expanded alongside other high-budget national priorities, social media narratives increasingly intersect with real-world fiscal warnings, such as downgrades in sovereign debt outlooks due to policy uncertainty and spending rigidities. On X, these complex macroeconomic tensions translate into direct public worry over rural debt traps, forced cooperative memberships that burden low-income villagers, and an overall lack of transparency in financial auditing. When a policy is perceived as a threat to both local autonomy and national fiscal health, the digital sphere reacts with defensive, highly critical commentary that hardens the negative sentiment metric.

Despite the pervasive skepticism, the 25% positive sentiment reveals a resilient core of support that shouldn't be overlooked. This quarter of the public discourse focuses heavily on the developmental ideals of the KDMP framework, specifically its potential to democratize rural economies and advance inclusive, green rural development. Proponents on social media highlight the positive impacts of revitalizing dormant local cooperatives, optimizing sustainable green supply chains, and establishing renewable-energy-based warehousing in rural sectors. For these

users, the KDMP represents a vital mechanism for poverty reduction, economic self-reliance, and local job creation in areas traditional private enterprises avoid. This conditional support acts as an indicator that the policy's underlying philosophy resonates well with a segment of the population that prioritizes structured state intervention to uplift marginalized rural communities.

The striking imbalance between negative (75%) and positive (25%) sentiment serves as a critical diagnostic tool for policymakers managing the national village cooperative strategy. Social media analysis demonstrates that public evaluation is rarely based on developmental objectives alone; it hinges heavily on perceived equity, transparency, and operational execution. To shift this unfavorable public narrative, authorities must bridge the communication gap by pivoting away from a strictly top-down approach and embracing localized, participatory governance. Addressing the anxieties highlighted on X requires establishing rigorous, independent public oversight frameworks, clarifying the institutional boundaries between KDMP and BUMDes, and ensuring absolute transparency in fund allocation. Only by actively mitigating these governance risks can the state hope to convert widespread digital skepticism into sustainable, community-backed trust.

Content Analysis of Netizen X Respon on National Village Cooperative Policy (KDMP)

In this analysis tries to explore the Netizen X Responses about the National Village Cooperative Policy (KDMP). In this analysis define in fourth category, there are: Critique the policy refers that the netizen think the implementation of policy is not good enough and needs improvement. Support Policy showing the believe on the MBG Policy. Sharing information showing the update about the case of MBG Policy. Rising Voice feres on the netizen voice and thought about the MBG Policy. The analysis on figure 3 and table 2.

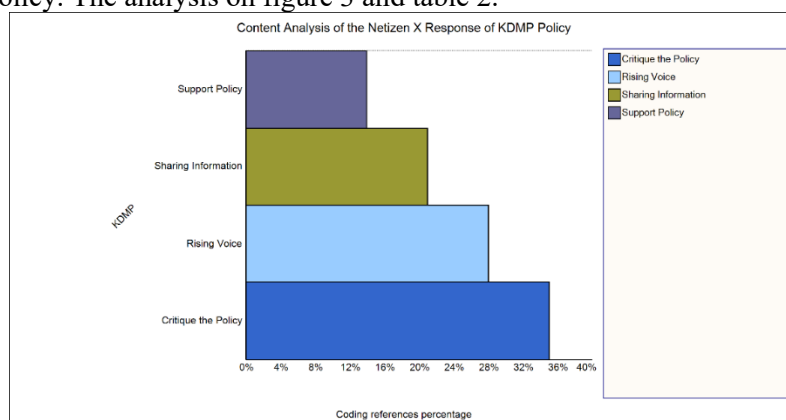


Figure 3 Content Analysis of Netizen X Respon on National Village Cooperative Policy (KDMP)

Tabel 2

Content Analysis of Netizen X Respon on National Village Cooperative Policy (KDMP)

	Critique the Policy	Rising Voice	Sharing Information	Support Policy	Total
KDMP	35.71%	28.57%	21.43%	14.29%	100%
Total	35.71%	28.57%	21.43%	14.29%	100%

The provided content analysis matrix categorizes the thematic distribution of digital discourse surrounding the National Village Cooperative Policy, or Koperasi Desa Merah Putih (KDMP). While sentiment analysis determines the emotional undertone of a conversation, content analysis deconstructs the explicit functional intent of user posts, revealing what the public is actively doing with their messaging. According to the data, the conversation is split into four distinct communication behaviors: "Critique the Policy" commands the largest share at 35.71%, followed closely by grassroots advocacy labeled as "Rising Voice" at 28.57%. Informational dissemination, or "Sharing Information," accounts for 21.43% of the text corpus, while explicit "Support Policy" expressions register as the smallest segment at 14.29%. This behavioral hierarchy reveals a highly politically active, analytical, and demanding digital audience that prioritizes policy evaluation and structural demands over simple promotion or passive information consumption.

The largest category, "Critique the Policy" (35.71%), demonstrates that more than one-third of the conversation centers on objective evaluations, structural critiques, and operational deconstructions of the KDMP initiative. On platforms like X, this category manifests as a mix of expert-level public policy reviews, legal breakdowns of administrative mandates, and practical warnings from rural economic actors. Rather than relying on simple emotional outcries, this substantial segment indicates that a significant portion of the public is actively evaluating the policy's

structural flaws. Users frequently analyze issues such as institutional friction between the new cooperatives and existing Village-Owned Enterprises (Badan Usaha Milik Desa or BUMDes), the long-term financial viability of state-funded rural models, and the risk of creating inefficient administrative redundancies. This high volume of critical commentary underscores a widespread public demand for deeper transparency, better structural design, and greater administrative accountability before the policy undergoes further national expansion.

Accounting for 28.57% of the total dataset, the "Rising Voice" category represents the second-largest behavioral block, capturing the organic, grassroots mobilization of the online community. In digital media analysis, "Rising Voice" typically encompasses community-led campaigns, citizen-journalist dispatches from local villages, and collective demands for inclusive policy implementation. This segment highlights a vital social reality: nearly 30% of the public discourse consists of citizens using social platforms to actively reclaim their agency, demand localized economic rights, and protect smallholder farmers or independent rural workers from potentially heavy-handed, top-down state interventions. This category bridges the gap between passive policy observation and active social participation. It demonstrates that the digital sphere is not merely a sounding board for academic critique, but an active organizing space where marginalized stakeholders voice their concerns and pressure authorities to align the KDMP model with actual local needs.

The remaining share of the discourse highlights a notable gap between the neutral exchange of facts and enthusiastic policy backing. "Sharing Information" comprises 21.43% of the content, reflecting a steady stream of media updates, official press releases, webinar invitations, and educational threads explaining the legal and procedural mechanics of the cooperatives. This baseline level of informational flow shows that the public is continuously tracking the policy's rollout. However, this informational awareness does not naturally translate into enthusiasm, as evidenced by the "Support Policy" category, which ranks lowest at just 14.29%. This minor segment represents standard institutional PR, pro-government commentary, and optimism from rural sectors that expect direct financial backing from the initiative. The fact that neutral information sharing outpaces explicit support suggests that while the public is paying close attention to the KDMP, they remain deeply cautious, choosing to monitor official data rather than blindly praise the government's efforts.

In conclusion, this content analysis provides a clear strategic roadmap for public officials and communication teams tasked with managing the KDMP framework. The data proves that standard public relations campaigns and top-down informational broadcasts which align with the low-performing "Support Policy" and "Sharing Information" categories are entirely insufficient for shifting public opinion. Because a combined 64.28% of the public is actively engaged in either criticizing the policy's architecture or mobilizing grassroots demands through "Rising Voice," the government must fundamentally alter its communication strategy. Policymakers must move away from generic promotional content and directly address the specific structural flaws raised in the critique category. This means providing clear, transparent answers regarding fund management, establishing regular feedback loops with village leaders, and setting up independent oversight boards to protect local economies. Only by directly addressing these core criticisms can the state reduce public friction and build genuine community support.

Narration Analysis of National Village Cooperative Policy (KDMP) in Social Media X

In this analysis tries to know what kind the popular narration about the National Village Cooperative Policy (KDMP) in social media X, in this case using word limited display on figure in 30 biggest narration on social media X. The analysis in figure 4 and table 3.



Figure 3 Narration Analysis of National Village Cooperative Policy (KDMP) in Social Media X

Tabel 2
Top 10 Narration on National Village Cooperative Policy (KDMP) in Social Media X

Word	Count
#kdmp	120
merah	56
putih	56
koperasi	55
#koperasidesamerahputih	27
masyarakat	23
ekonomi	21
kopdes	21
untuk	19
#viral	15

The provided word cloud and its corresponding dataset, wc.xlsx, reveal a highly targeted and patriotic digital discourse centered around rural economic development, grassroots empowerment, and public governance in Indonesia. At the absolute center of this textual universe is the hashtag #kdmp, which stands out as the single most prominent anchor with an overwhelming frequency of 120 occurrences and a weighted percentage of 4.24%. This dominant structural hub is directly amplified by its core constituent thematic elements, namely "merah" (56 counts, 1.98%), "putih" (56 counts, 1.98%), and "koperasi" (55 counts, 1.94%). When woven together, these high-frequency lexical nodes articulate a unified narrative: the institutionalization of the Koperasi Desa Merah Putih (Red and White Village Cooperative). The linguistic symmetry between the individual terms and compound hashtags like #koperasidesamerahputih (27 counts, 0.95%) underscores a deliberate branding campaign designed to fuse nationalistic identity with localized socio-economic structures. By anchoring the conversation in the colors of the Indonesian national flag (Merah Putih), the discourse elevates a standard economic vehicle the village cooperative into a patriotic mission of communal solidarity and resilience, signaling a top-down framework or an organic grassroots movement deeply invested in standardizing cooperative branding across the archipelago.

Beyond the nationalistic symbology, the data maps out a distinct operational framework that bridges macroeconomic policy with regional, community-level execution. The presence of terms like "masyarakat" (23 counts, 0.81%), "ekonomi" (21 counts, 0.74%), and "kopdes" (21 counts, 0.74%) shifts the narrative from mere rhetoric to practical, localized applications. The discourse positions the village cooperative system as an indispensable engine for regional financial mobility, directly targeting the welfare of the everyday populace. The strategic integration of secondary hashtags such as #viral (15 counts, 0.53%) and #indonesiamaju (11 counts, 0.39%) indicates a conscious effort to leverage modern digital spaces to drive civic engagement, seeking to make village-level development a mainstream, highly visible public priority. Rather than treating rural development as an isolated, technocratic concern, the online narrative reframes it as a dynamic, modern collective effort where local actions (lokal, 7 counts) actively feed into the broader, overarching vision of a progressive, forward-moving nation. This strategic alignment suggests a sophisticated communication architecture designed to validate the everyday economic struggles and ambitions of rural communities by linking them to the grander trajectory of national prosperity.

Crucially, the dataset outlines the foundational governance and institutional pillars required to sustain this ambitious socio-economic ecosystem. The inclusion of structural keywords such as "pemerintah" (12 counts, 0.42%), "anggaran" (12 counts, 0.42%), and the critical hashtag #akuntabel (13 counts, 0.46%) highlights an acute public or institutional awareness that financial resources must be accompanied by stringent transparency and ethical oversight. This focus on accountability safeguards the initiative against systemic mismanagement, assuring the public that the funds allocated to these cooperative systems are protected by responsible stewardship. Furthermore, the introduction of terms like "pendidikan" (12 counts, 0.42%) and "memperkuat" (12 counts, 0.42%) reveals a holistic understanding of development one that acknowledges that sustainable economic growth cannot rely on financial inputs alone, but must be reinforced by human capital advancement and capacity building. In summary, the textual data narrates a comprehensive blueprint for modern Indonesian civic nationalism, where state-backed fiscal frameworks and local community initiatives converge under the banner of the #kdmp movement to build an inclusive, educated, accountable, and economically self-reliant rural economy.

V. CONCLUSION

In conclusion, this research demonstrates that the digital response on platform X toward the National Village Cooperative Policy, or Koperasi Desa Merah Putih (KDMP), is characterized by a stark tension between top-down patriotic optimism and grassroots operational skepticism. While a 25% positive sentiment baseline underscores a resilient belief in the policy's capacity to democratize rural economies through structural advancements like green supply chains, the overwhelming 75% negative sentiment reflects deep-seated public anxiety regarding governance, accountability, and bureaucratic overreach. This critical climate is further mapped by the content analysis, which shows that 35.71% of netizen actions focus on systemic critiques, and 28.57% manifest as grassroots mobilization ("Rising Voice"), heavily outpacing simple policy support at 14.29%. Ultimately, the core narrative revolves around the hashtag #kdmp and patriotic branding ("merah", "putih", "koperasi"), illustrating that while nationalistic identity successfully drives initial digital socialization, it fails to overshadow structural demands for institutional transparency (#akuntabel), appropriate budget allocation (anggaran), and localized autonomy. However, a key limitation of this study lies in its strict reliance on text-based data from a single platform (X) harvested over a specific four-month timeframe, which risks marginalizing the perspectives of actual rural communities who communicate through video-centric, algorithmically driven platforms like TikTok or Instagram. Additionally, the automated sentiment and content coding structures are inherently limited in capturing the full cultural nuance and localized dialects of Indonesian village actors. Therefore, future research should implement a multimodal, mixed-methods framework that integrates deep learning text classification across pluralistic social networks, while pairing digital sentiment analysis with longitudinal field-based case studies to directly measure the physical policy feedback loops, institutional trust, and economic realities within the target villages.

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