
ISU PERPADUAN

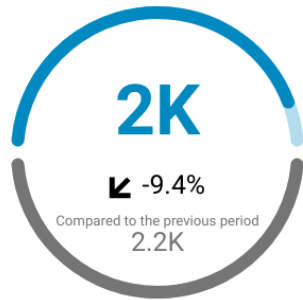
21 - 22 OGOS 2023

RINGKASAN EKSEKUTIF

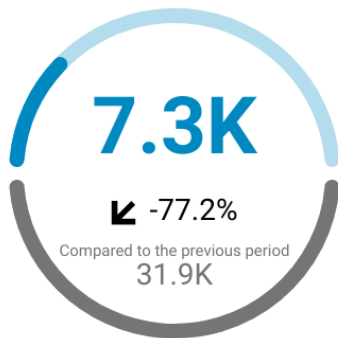
- Menjelang sambutan Hari Kebangsaan ke-66 tidak lama lagi, masyarakat Cina secara amnya melihat acara tahunan itu sebagai bukti toleransi dan penerimaan, selain menjadi peristiwa penting dalam pencapaian dan kemajuan negara.
- Leong Kan Sin yang dilahirkan tanggal 31 Ogos 1957 berkata, kerajaan dan rakyat memainkan peranan yang sama penting dalam memelihara keharmonian berbilang kaum, yang merupakan identiti eksklusif Malaysia.
- “Saya berharap golongan muda hari ini ingat bahawa semuanya berpunca daripada toleransi dan penerimaan antara satu sama lain; masih belum terlambat untuk mempelajari lebih lanjut mengenai budaya dan adat berbeza untuk meluaskan perspektif,” katanya ketika dihubungi Bernama.
- Wartawan akhbar berbahasa Cina Sin Chew Daily Cherrie Wong berkata, Hari Kebangsaan ialah hari meraikan pencapaian dan kemajuan dengan menyaksikan rakyat Malaysia hidup dalam perpaduan serta harmoni.
- Sementara itu, eksekutif media sosial Greg Cheng, 38, berkata bagi meningkatkan semangat patriotik, dia memasang Jalur Gemilang di pintu pagar rumahnya.
- **Berdasarkan pemantauan di media sosial dan laman portal, isu perpaduan menunjukkan sentimen positif sebanyak 22.8 peratus, negatif 11.9 peratus dan sentimen neutral 65.3 peratus.**

TOPIC PERFORMANCE

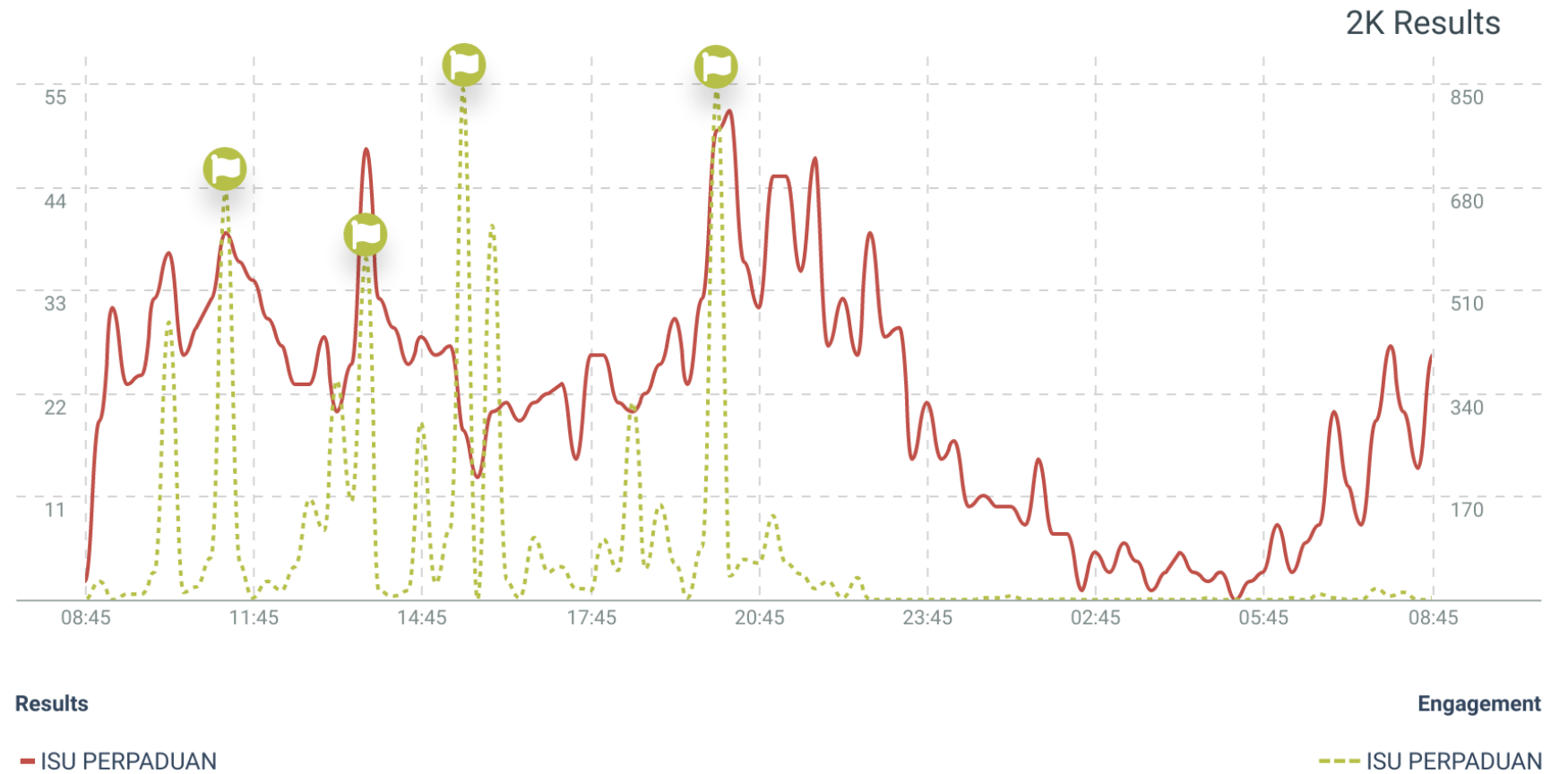
RESULTS



ENGAGEMENT

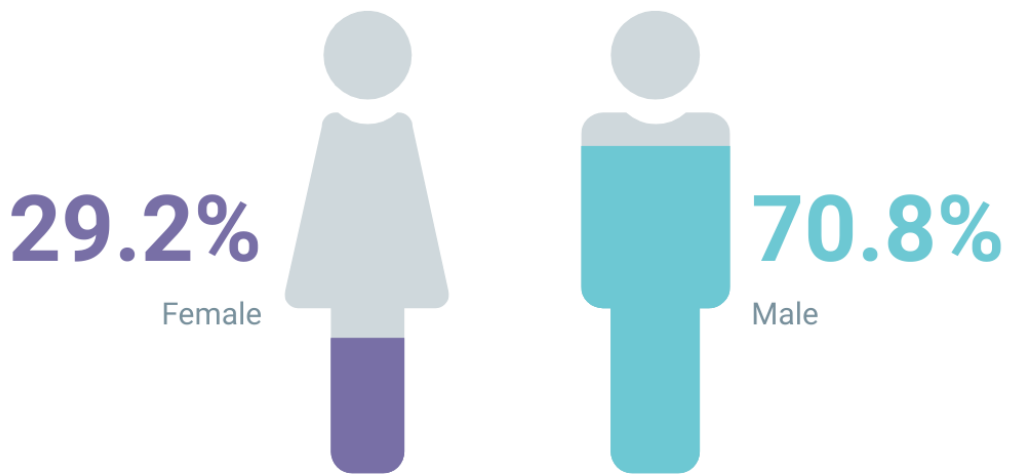


PERFORMANCE OVER TIME

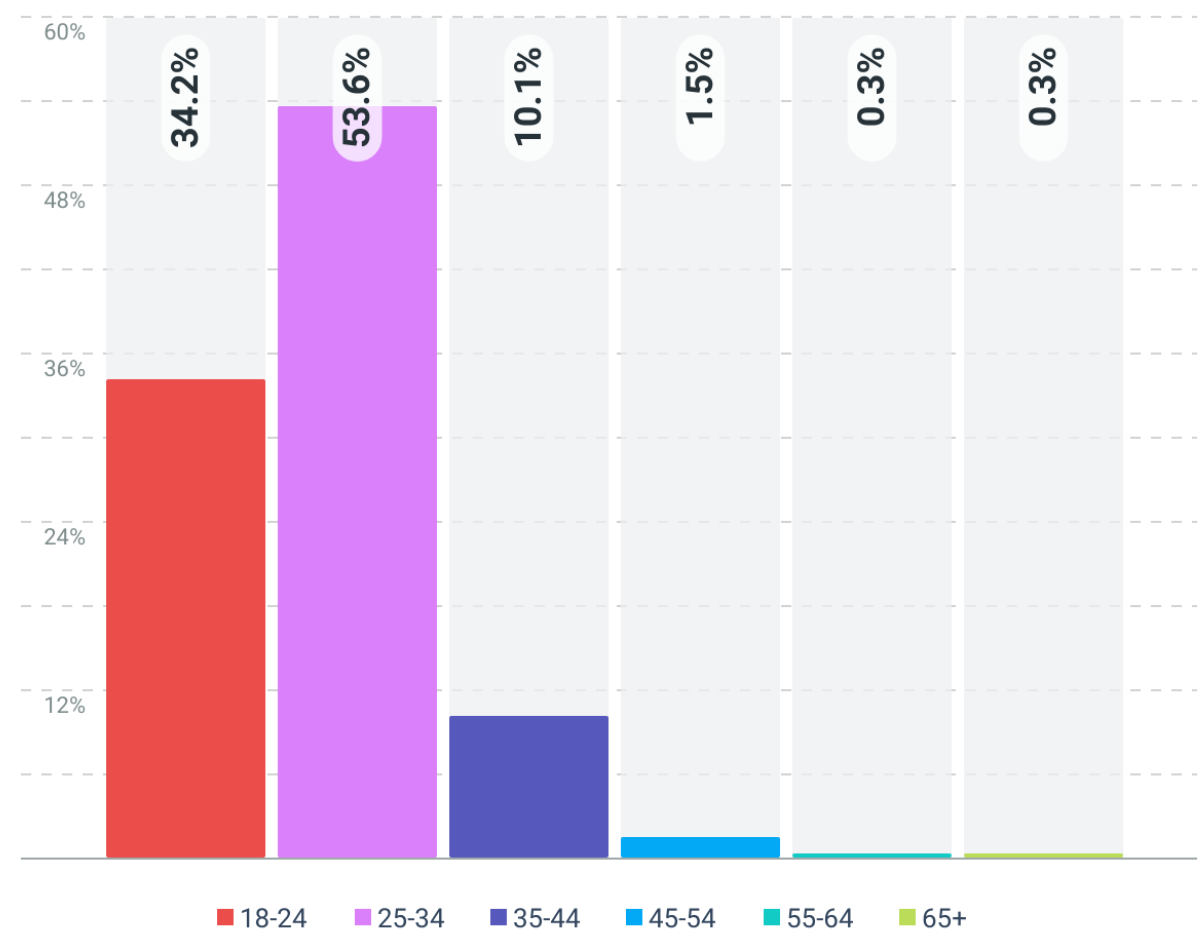


DEMOGRAPHICS OF AUDIENCE

GENDER

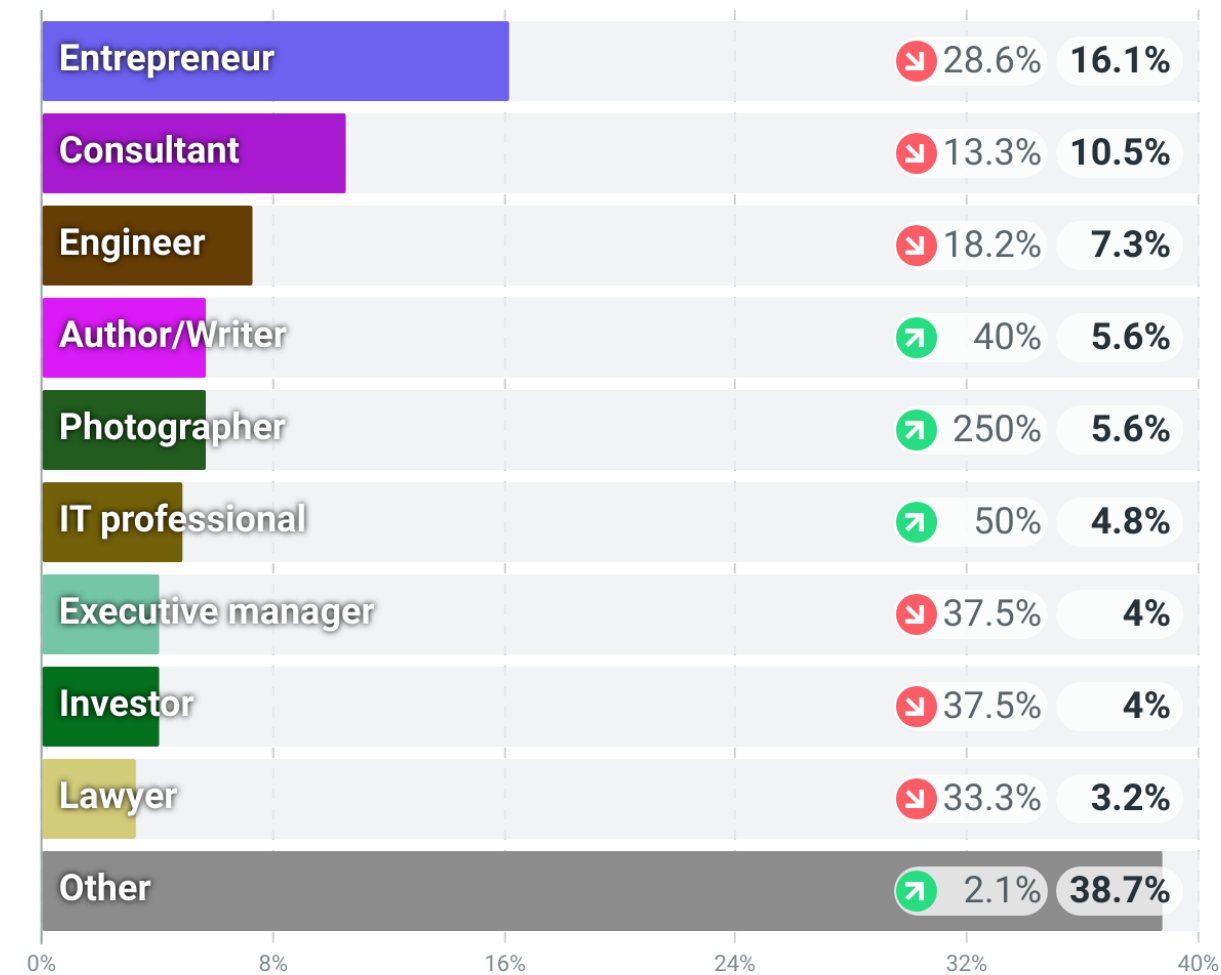


AGE

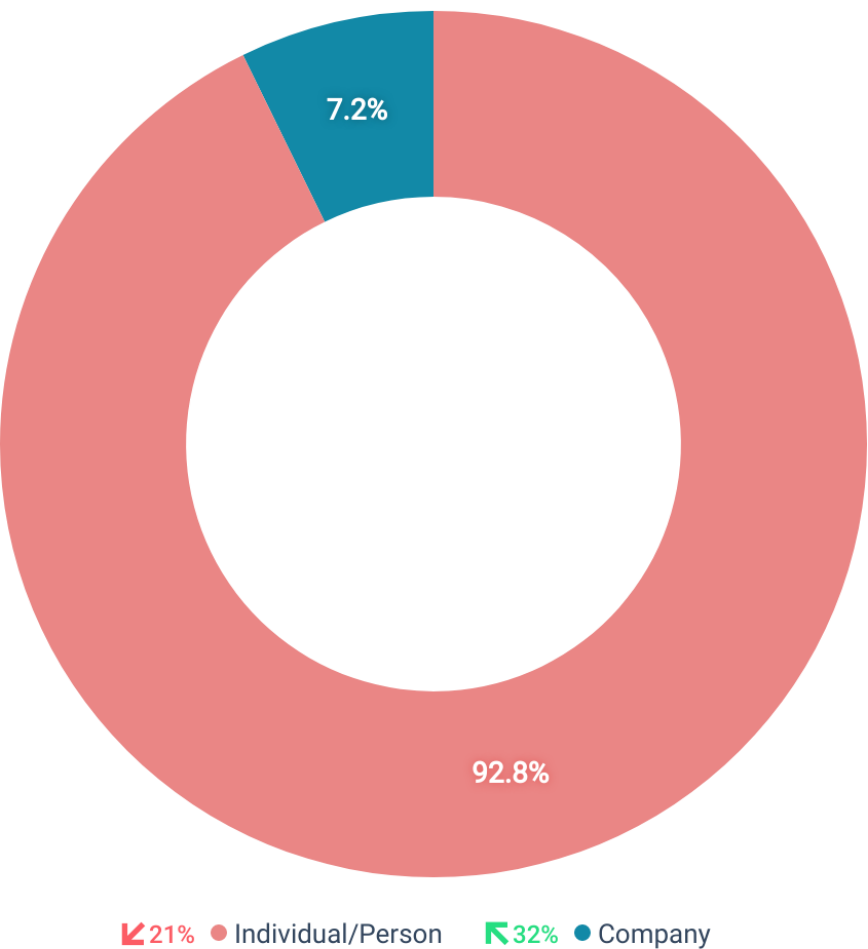


DEMOGRAPHICS OF AUDIENCE

TOP OCCUPATIONS



SHARE OF INDIVIDUAL/BUSINESS



TOP INFLUENCERS

TOP INFLUENCERS

Influencer 	Network	Posts	Sentiment	Reach	Reach per mention	Engagement 	Engagement per mention
 Rangga Is Back @alif_haidar		4  300%		6.5K  301.5%	1.6K	808	202
 Berita RTM @beritartm		29  3.6%		5.5M  3.6%	188.5K	750  -30.9%	25.9  -33.3%
 Fahmi Fadzil   @fahmi_fadzil		3  200%		647.7K  200.1%	215.9K	734	244.7
 Astro AWANI http://www.facebook.com/		2  -50%		7.3M  -50%	3.7M	631  -35%	315.5  30%
 Malaysiakini http://www.facebook.com/		3		5.5M	1.8M	543	181
 Diterbitkan http://www.malaysiakini.com/		4  -33.3%		13.3M  -33.3%	3.3M	392  -89.7%	98  -84.5%
 501awani http://instagram.com/		1		1.4M	1.4M	381  -78%	381  -78%
 The Malaysian Insight @msianinsight		3  50%		512.8K  50%	170.9K	235	78.3
 FMT Reporters http://www.freemalaysiatoday.com/		3  -72.7%		9.6M  -72.7%	3.2M	229  -86.4%	76.3  -50.2%
 Malaysiakini BM http://www.facebook.com/		1  -66.7%		2.4M  -66.7%	2.4M	142  -87.3%	142  -62%

TOP THEMES: HASHTAGS

TOP THEMES



SENTIMENT ANALYSIS

SENTIMENT

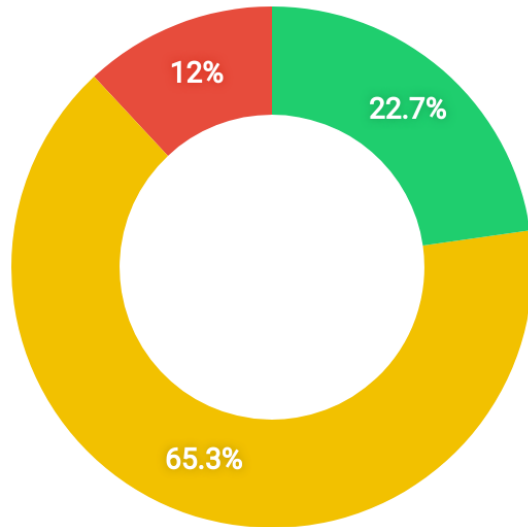
22.7%

😊 POSITIVE

12%

😞 NEGATIVE

SHARE OF SENTIMENT



34% Positive 26% Neutral 50% Negative



POSITIVE AI INSIGHT POWERED BY BLUE SILK™ GPT

- The unity government won three of the most economically powerful states, providing political stability, Prime Minister Anwar Ibrahim said.



NEGATIVE AI INSIGHT POWERED BY BLUE SILK™ GPT

- Some posts claim that UMNO/BN has always been a party that promotes racial and religious harmony in Malaysia. Others claim that the party has done nothing to foster national unity.



NEUTRAL AI INSIGHT POWERED BY BLUE SILK™ GPT

- The National Day celebration is recognised to promote disunity and the proposal to use a new logo and theme is a social deficit, said National Unity Minister, Aaron Ago Dagang, who is also the Exco of Selangor.

SENTIMENT KEY DRIVERS

SENTIMENT KEY DRIVERS



NEGATIVE

NEUTRAL

POSITIVE

SENTIMENT ANALYSIS: POSITIVE RESULTS

TOP 10 FROM 462 RESULTS

Author	Post	Trending Score	Other Metrics
 BERNAMA RADIO (Bernama Radio) Twitter twitter.com 21/08/23 17:26 Malaysia	✂️ Persiapan sambutan Hari Kebangsaan 2023 di Putrajaya berjalan baik ✂️ Semua jabatan, agensi@kkd_govakan memainkan lagu tema sambutan Hari Kebangsaan 'Tekad Perpaduan Penuhi Harapan' - Menteri Komunikasi dan Digital... 	1/10	Sentiment Positive Twitter Followers 118.1K Retweets 2 Twitter Shares N/A Twitter Likes 2
 Azli Yusof (azliby) Twitter twitter.com 21/08/23 19:02 Malaysia	Tahniah kepada YAB Dato' Menteri Besar Selangor dan Barisan EXCO Kerajaan Negeri Selangor yang baru dilantik. Selamat menjalankan amanah. Moga teruskan kegemilangan, kesejahteraan, kestabilan dan perpaduan Selangor yang dicintai. . pic.twitter... 	0/10	Sentiment Positive Twitter Followers 4.8K Retweets 3 Twitter Shares N/A Twitter Likes 44
 0 Komen Online News Other themalaysianinsight.com 21/08/23 13:50 Malaysia	Negeri Sembilan contoh terbaik ... ADVERTORIAL KEJAYAAN Kerajaan Perpaduan menawan Negeri Sembilan dalam Pilihan Raya Negeri baru-baru ini membuktikan ... akan datang. Walaupun gabungan Kerajaan Perpaduan baru sahaja mencecah usia lapan bulan, Nga Kor Ming menahirkan... 	0/10	Sentiment Positive
 SinarHarian (SinarOnline) Twitter twitter.com 21/08/23 17:28 Malaysia	Semua jabatan, agensi KKD akan memainkan lagu tema sambutan Hari Kebangsaan 'Tekad Perpaduan Penuhi Harapan' - @fahmi_fadzilpic.twitter.com/EqgVOg8bfe 	0/10	Sentiment Positive Twitter Followers 1M Retweets 2 Twitter Shares N/A Twitter Likes 42
 Malay Mail (malaymail) Twitter twitter.com 21/08/23 13:41 Malaysia	PM Anwar says unity govt won three most economically powerful states, provides political stability dlvr.it/StxLHC 	0/10	Sentiment Positive Twitter Followers 324.1K Retweets 16 Twitter Shares N/A Twitter Likes 98

SENTIMENT ANALYSIS: POSITIVE RESULTS

TOP 10 FROM 462 RESULTS

Author	Post	Trending Score	Other Metrics
 Someone Facebook facebook.com 22/08/23 07:45 Malaysia	TERBAIK KERAJAAN PERPADUAN "TEKAD PERPADUAN, PENUHI HARAPAN"	 0/10	Sentiment Positive Facebook Followers N/A Facebook Reactions 12 Facebook Shares N/A
 Berita RTM (beritartm) Twitter twitter.com 21/08/23 20:48 Malaysia	INFOGRAFIK HORMATI & KIBARKAN JALUR GEMILANG Malaysia Madani : Tekad Perpaduan Penuhi Harapan 'Yang sah di Berita RTM'#RTM#BeritaRTM#MalaysiaMadanipic.twitter.com/0zTSQF6l9M	 0/10	Sentiment Positive Twitter Followers 188.6K Retweets 15 Twitter Shares N/A Twitter Likes 26
 Dr. Rais Hussin (raishussin) Twitter twitter.com 21/08/23 16:49 Malaysia	This campaign is GOOD ! Never mind who spearheaded it in the past. It is GOOD for unity and understanding amongst all MALAYSIANS ! pic.twitter.com/430Hyi3ox0	 0/10	Sentiment Positive Twitter Followers 20.7K Retweets 4 Twitter Shares N/A Twitter Likes 14
 bernamatvofficial Instagram instagram.com 21/08/23 15:33 Malaysia	...kenangan bermain permainan tradisional dan menang hadiah menarik? Jom raikan semangat perpaduan dan muhibah dalam kempen "Malaysia, Rumah Kita! 2023- Istimewa 66" di Pusat Borong GM Klang pada 2 & September 2023 ini. Jumpa anda di s...	 0/10	Sentiment Positive Instagram Followers 111.2K Instagram Likes 2
 Kementerian Komunikasi dan Dig... Twitter twitter.com 21/08/23 20:04 Malaysia	Menteri Komunikasi dan Digital, YB Fahmi Fadzil telah menyampaikan Dana Kandungan Digital 2023 Irama Perpaduan di bawah Kementerian Komunikasi dan Digital (KKD) melalui Kumpulan MyCreative Ventures (MyCreative) semasa Perhimpunan Bulana...	 0/10	Sentiment Positive Twitter Followers 276.2K Retweets 4 Twitter Shares N/A Twitter Likes 3

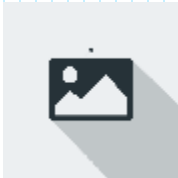
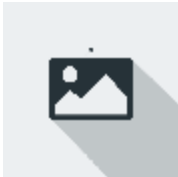
SENTIMENT ANALYSIS: POSITIVE THEMES

TOP POSITIVE THEMES



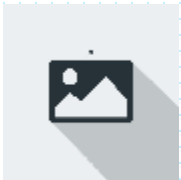
SENTIMENT ANALYSIS: NEGATIVE RESULTS

TOP 10 FROM 243 RESULTS

Author	Post	Trending Score	Other Metrics
 Norzilawati Sidek Online News Other selangorkini.my 21/08/23 18:04 Malaysia	Sultan kesal sikap biadab pemim... ...memberi imej buruk kepada agama. "Beta perhatikan politik telah banyak memecah belah perpaduan kita sesama umat Islam dengan amalan fahaman politik sempit. "Cukuplah apa yang telah berlaku. Kita perlu maju ke hadapan dan membawa perub...	 2/10	Sentiment Negative
 LéSecularDeMalaysiaMy (a... Twitter twitter.com 21/08/23 22:01 Malaysia	malaysia can come up with shit tons of social programs to foster national unity yet still is an underdeveloped state with heavy racial polarisation. Guess what went wrong..oh wait- QT @brgsjks: Bayangkan PLKN diwajibkan semula untuk semua remaja be...	 1/10	Sentiment Negative Twitter Followers 676 Retweets 5 Twitter Shares N/A Twitter Likes 26
 Yoursay Online News Other malaysiakini.com 22/08/23 06:22 Malaysia	YOURSAY Tit-for-tat over logos BusinessFirst: Once again, the clueless Communications and Digital Minister Fahmi Fadzil falls into a trap set by Perikatan Nasional (PN) and makes the unity government look like hypocrites and incompetent. Before anyone condemns the PN states...	 1/10	Sentiment Negative
 ravin palanisamy Online News Other themalaysianinsight.com 21/08/23 19:50 Malaysia	Selangor sultan rebukes foul-mo... " Sultan Sharafuddin also advised the public to use social media platforms and modern technology in a good way that can promote unity, instead of spreading slander and hatred. – Bernama, August 21...	 0/10	Sentiment Negative
 IrhamMH (irham94hakimi) Twitter twitter.com 21/08/23 10:26 Malaysia	Kerja tak jalan, asyik keluar masuk mahkamah. Isu rasuah, itupun ada lagi penjilat tahi yang angkat dia dengan menunggang terma perpaduan. QT@bernamadotcom:Timbalan Perdana Menteri Datuk Seri Dr Ahmad Zahid Hamidi hadir...	 0/10	Sentiment Negative Twitter Followers 96 Retweets 11 Twitter Shares N/A Twitter Likes 18

SENTIMENT ANALYSIS: NEGATIVE RESULTS

TOP 10 FROM 243 RESULTS

Author	Post	Trending Score	Other Metrics
 Twitter twitter.com 21/08/23 10:21 Malaysia	daushmzh (dausiege) Bukan gaji tak cukup, tapi nafsu besar dan tak dapat sakau , curi tulang, kena buat kerja betul betul, kerja ikut masa. Dulu boleh lah kerja ala kadar, work quality low pun takde hal janji ada elaun itu ini gaji dtg kiri kanan atas bawah boleh sauk. Tak ...	 0/10	Sentiment Negative Twitter Followers 240 Retweets 8 Twitter Shares N/A Twitter Likes 6
 Facebook facebook.com 21/08/23 16:24 Malaysia	Someone ...tidak menyokong kerajaan perpaduan mereka takut kerana kerajaan perpaduan madani konsisten dalam memerangi rasuah dan salah... ayuh rakyat Malaysia kita sokong usaha kerajaan perpaduan untuk memenangi perasuah... together we...	 0/10	Sentiment Negative Facebook Followers N/A Facebook Reactions 34 Facebook Shares N/A
 Instagram instagram.com 21/08/23 17:00 Malaysia	malaysiakini The proposal to use a different logo and theme for the National Day celebration is recognised as a social deficit out to promote disunity, said National Unity Minister Aaron Ago Dagang.	 0/10	Sentiment Negative Instagram Followers 331K Instagram Likes 23
 Online News Other malaymail.com 21/08/23 19:10 Malaysia	Selangor Sultan tells politicians to... The Selangor Ruler also advised the public to use social media platforms and modern technology in a good way that can promote unity instead of spreading slander and hatred that can cause division within communities. — ...	 0/10	Sentiment Negative
 Twitter twitter.com 21/08/23 10:23 Malaysia	UMNO Online (umnoonline) UMNO/BN Kekal Pejuang Melayu Islam... Yakinkan Rakyat Terhadap Kerajaan Perpaduan – Zambry umno-online.my/2023/08/21/umn...	 0/10	Sentiment Negative Twitter Followers 182.3K Retweets 2 Twitter Shares N/A Twitter Likes 28

SENTIMENT ANALYSIS: NEGATIVE THEMES

TOP NEGATIVE THEMES



SENTIMENT ANALYSIS: NEUTRAL RESULTS

TOP 10 FROM 1.3K RESULTS

Author	Post		Trending Score	Other Metrics
 The Malaysian Insight (msianinsi...) Twitter twitter.com 21/08/23 14:58 Malaysia	Negeri Sembilan contoh terbaik Kerajaan Perpaduan, kata Kor Ming themalaysianinsight.com/bahasa/s/458178@NgaKorMing		3/10	Sentiment Neutral Twitter Followers 170.9K Retweets 16 Twitter Shares N/A Twitter Likes 214
 Fahmi Fadzil MY (fahmi_fadzil) Twitter twitter.com 21/08/23 20:13 Malaysia	Setiap minggu, pelbagai inisiatif dan aktiviti penting diumumkan Kerajaan Perpaduan. Rumah serendah RM200,000; operasi pantau penipuan bungkusan kampit beras, Pusat Penjaja MADANI, naik taraf klinik daif antara tumpuan utama minggu lepas. pic.t...		2/10	Sentiment Neutral Twitter Followers 215.9K Retweets 305 Twitter Shares N/A Twitter Likes 421
 Berita RTM (beritartm) Twitter twitter.com 21/08/23 18:42 Malaysia	Ucapan Khas Perdana Menteri sempena Hari Kebangsaan 2023 Malaysia MADANI : Tekad Perpaduan Penuhi Harapan 'Yang sah di Berita RTM'#RTM#BeritaRTM#MalaysiaMadanipic.twitter.com/oz2qHf59dn		2/10	Sentiment Neutral Twitter Followers 188.6K Retweets 96 Twitter Shares N/A Twitter Likes 220
 Rangga Is Back (alif_haidar) Twitter twitter.com 21/08/23 15:30 Malaysia	Cai PN kutuk2 Selangor.. last2 apply insuran INSAN inisiatif kerajaan perpaduan di Selangor.. lolz.. lc biru baru dapat bukan main kerek... sbb tu baru lepas mengundi....  pic.twitter.com/mqPRR9cAxV		2/10	Sentiment Neutral Twitter Followers 1.6K Retweets 229 Twitter Shares N/A Twitter Likes 560
 Berita RTM (beritartm) Twitter twitter.com 21/08/23 22:44 Malaysia	INFOGRAFIK IKRAR RUKUN NEGARA Malaysia Madani : Tekad Perpaduan Penuhi Harapan 'Yang sah di Berita RTM'#RTM#BeritaRTM#MalaysiaMadanipic.twitter.com/s73zXOxZN6		2/10	Sentiment Neutral Twitter Followers 188.5K Retweets 16 Twitter Shares N/A Twitter Likes 20

SENTIMENT ANALYSIS: NEUTRAL RESULTS

TOP 10 FROM 1.3K RESULTS

Author	Post	Trending Score	Other Metrics
 Twitter twitter.com 21/08/23 13:15 Malaysia	Jabatan Penerangan Malaysia S... Menteri Perpaduan Negara, YB Datuk Aaron Ago Dagang berkata, tema Hari Kebangsaan dan Hari Malaysia 2023 (HKHM 2023) yang dilancarkan pada 27 Mei lepas itu membawa maksud semangat perpaduan dan patriotisme yang tinggi, - QT@JPenerangan:...	 2/10	Sentiment Neutral Twitter Followers 15.9K Retweets 13 Twitter Shares N/A Twitter Likes 17
 Twitter twitter.com 21/08/23 21:13 Malaysia	Berita RTM (beritartm) INFOGRAFIK RASIONAL LOGO HARI KEBANGSAAN DAN HARI MALAYSIA 2023 (HKHM 2023) Malaysia Madani : Tekad Perpaduan Penuhi Harapan 'Yang sah di Berita RTM'#RTM#BeritaRTM#MalaysiaMadanipic.twitter.com/yYqyJbS46j	 1/10	Sentiment Neutral Twitter Followers 188.6K Retweets 25 Twitter Shares N/A Twitter Likes 44
 Twitter twitter.com 21/08/23 16:00 Malaysia	Berita RTM (beritartm) KAPSUL: Temu Anwar Air Bersih Kelantan Malaysia MADANI: Tekad Perpaduan Penuhi Harapan 'Yang sah di Berita RTM'#RTM#BeritaRTM#MalaysiaMadanipic.twitter.com/LcpmD90dER	 1/10	Sentiment Neutral Twitter Followers 188.6K Retweets 32 Twitter Shares N/A Twitter Likes 46
 Online News Other astroawani.com 22/08/23 06:45 Malaysia	Polemik logo, tema Hari Kebang... Cadangan Pemuda PN itu, berikutan tema Hari Kebangsaan yang diperkenalkan oleh kerajaan iaitu 'Malaysia Madani: Tekad Perpaduan Penuhi Harapan' didakwa mempunyai perkataan yang diulang-ulang semasa kempen politik. Justeru, penggunaan logo...	 1/10	Sentiment Neutral
 Twitter twitter.com 22/08/23 06:57 Malaysia	Afra1Abdullah (Afra1Abdullah) 7 MP Umno ingin berkhianat dgn mengosongkan kerusi? mrk utk membolehkan PRK? 1 ~ Pahang 4 ~ Johor 1 ~ Sabah 1 ~ Utara tanahair. Bring it on!! Once for all, kita lihat kekuatan mrk, sekaligus 'mematikan virus?' dlm Kerajaan Perpaduan!. Kredit ;...	 1/10	Sentiment Neutral Twitter Followers 892 Retweets 2 Twitter Shares N/A Twitter Likes 2

TOP NEUTRAL THEMES

[illegible]

THANK YOU

DATA INTELLIGENCE CENTRE (DIC)
BOLD
