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Research Article

Sentiment Analysis of Rapper Azealia Bank's Statement About "Indonesia is the World's Trash Can" on Social Media X (@azealiaslacewig)

Akbar Aldi Kautsar[1]*, Hasan Sazali[1], Afwan Syahril Manurung[2]

akbar4004243012@uinsu.ac.id, hasansazali@uinsu.ac.id, afwansyahril789@gmail.com

[1] Department of Islamic Broadcasting Communication, Universitas Islam Negeri Sumatera Utara, Sumatera Utara, Medan, Indonesia, 20371
[2] Department of Communication Science, Universitas Islam Negeri Sumatera Utara, Sumatera Utara, Medan, Indonesia, 20371
*Corresponding Author: akbar4004243012@uinsu.ac.id | Phone: +62877-87556437

ABSTRACT

This study aims to analyze public sentiment towards rapper Azealia Banks' controversial statement calling Indonesia the "world's trash can" via her social media account X (@azealiaslacewig). The statement sparked various reactions from the Indonesian public, especially social media users, as reflected in comments, retweets, and replies that were widely distributed. The main problem in this study is how the form and tendency of Indonesian public sentiment in responding to the statement and the factors that influence it. This study uses a mixed methods approach with qualitative content analysis and quantitative sentiment analysis methods. A total of 500 tweets were collected and classified into three main categories: positive, negative, and neutral. The results showed that the majority of responses were negative (72.4%), followed by neutral sentiment (19.2%) and positive (8.4%). Further analysis revealed that the high negative response was influenced by a sense of digital nationalism and the perception of insult to national identity. Meanwhile, a small number of users showed a positive or neutral response by making the statement a reflection of the environmental conditions and national waste management. The findings conclude that social media plays an important role as an arena for the expression of collective emotions and public attitudes towards global issues that touch national pride. The implication is that the government and policy makers need to be more responsive to the dynamics of public opinion in the digital space.

Keywords: Sentiment Analysis; Azealia Banks; Social Media X; Digital Nationalism; Indonesia; Controversial Speech

1. INTRODUCTION

Social media has now transformed into a digital public space that allows anyone, from ordinary people to world celebrities, to express their opinions freely. In the fast-paced digital era, a single statement uploaded on social media can spread virally and trigger a wave of widespread reactions in a short time. This phenomenon confirms that social media not only functions as a communication tool, but also as a medium for social interaction and expression of collective identity. One case that reflects this dynamic is the controversial statement by Azealia Banks, a rapper from the United States, who through her X account said "Indonesia is the world's trash can". This statement triggered various reactions from the Indonesian people, especially netizens who felt that the statement was insulting and degrading the nation's image. They then used social media to express anger, disappointment, and even defend the honor of the country in the digital space.

The public reaction to the statement shows how the X platform (formerly Twitter) has transformed into an arena for digital political participation, a place where society can exercise social control over global discourse that is considered offensive. According to Effendy (2021), social media provides a democratic space that allows emotional expression and exchange of opinions to occur openly and in real time. In this context, it is important to understand how the dynamics of public sentiment and emotions are formed towards foreign figures who are considered to violate national cultural sensitivities. Unfortunately, there are still few studies that systematically examine the response of the Indonesian public in the context of controversial speech from foreign figures, especially with a quantitative approach such as sentiment analysis based on social media data. To fill this gap, this study uses a fine-grained sentiment analysis approach that allows for more detailed measurement of public opinion—from very positive to very negative. In addition, emotion detection is also applied to capture emotional nuances such as anger, disappointment, or pride contained in netizen responses. This aspect is important because, as stated by Novianti & Lestari (2020), emotional expressions in Indonesian are often highly

contextual and full of cultural meaning. This study also applies aspect-based sentiment analysis to identify specific aspects that are the target of opinion, such as national identity, the environment, or the behavior of foreign celebrities. On the other hand, because the comments analyzed come from various languages, a multilingual sentiment analysis approach is also relevant so that responses in Indonesian and English can be classified accurately.

Considering the role of social media as a vehicle for the spread of global opinion, this study is important to map how Indonesian society constructs national narratives and social control in the digital space. This study not only records the public response to the Azealia Banks controversy, but also explores its relationship to issues of national identity, cultural sensitivity, and the dynamics of global communication. Based on this background, the problems in this study can be formulated as follows: what are the sentiments and emotions of Indonesian netizens towards Azealia Banks' controversial statement on platform X, and what aspects are the main highlights in the public response. The purpose of this study is to analyze the sentiments and emotions of Indonesian netizens towards Azealia Banks' statement through a social media-based sentiment analysis approach, and to identify thematic aspects that dominate public reactions as a form of articulation of digital identity and resistance.

2. RESEARCH METHOD

This study uses a quantitative approach with a digital content analysis method, which aims to systematically measure and classify public sentiment towards Azealia Banks' controversial statement on social media X (formerly known as Twitter). The quantitative approach was chosen because this study attempts to present an objective and empirically testable picture of public opinion in the form of numerical data and sentiment classification.

2.1 Research Procedures and Steps

The research procedure was carried out through several stages as follows:

Determining the focus of the problem: Examining the public response to Azealia Banks' statement that "Indonesia is the world's trash can".

1. Digital data collection: Collecting data in the form of Indonesian netizen uploads on platform X, either in the form of direct comments (replies), quotes, or uploads related to hashtags such as #AzealiaBanks, #IndonesiaTrashCan, and #RespectIndonesia.
2. Data cleaning and preprocessing: Cleaning text from symbols, links, meaningless words, and performing language normalization, tokenization, and stemming.
3. Sentiment and emotion classification: Analyzing data using manual (human judgment) and automated approaches (using tools such as lexicon-based sentiment analysis or classification algorithms such as Naïve Bayes).

Analysis of results and data interpretation: Interpreting sentiment and emotion classifications and aspects of public concern.

2.2 Location and Data Source

Geographically, this study focuses on Indonesian netizens who responded to Azealia Banks' posts. The research location is virtual/online, because all data was obtained from social media platform X. The data source comes from Azealia Banks' official account (@azealiaslacewig) and responses from Indonesian X users.

2.3 Population and Sample

The population in this study includes all public posts on platform X that provide responses to Azealia Banks' statements within a certain period of time, namely for 7 days after the statement was published. Given the very large volume of data, this study uses a purposive sampling technique, namely sampling based on certain criteria, including:

1. Comments, quotes, or threads that directly respond to Azealia Banks' statements.
2. Originated from user X identified as being from Indonesia (based on language, username, or location).
3. Save opinions (not just hashtags, emojis, or mentions).

The number of samples taken is targeted at 500 tweets that are relevant and representative of the phenomenon being studied.

2.4 Data Collection Technique

The data collection technique is carried out using the web scraping method, which is automatic data retrieval from the internet using the help of the Python programming language library such as Tweepy or SNScrape. The steps in this process include:

1. Determining search keywords (hashtags and target accounts),
2. Determining the time interval for data retrieval (7 days after the statement appears),
3. Data retrieval in the form of tweet text, username, upload time, and interactions (like, retweet),
4. Filtering data to only take uploads from Indonesian users.

2.5 Data Analysis Method

After the data is obtained, a pre-data processing process is carried out to ensure the cleanliness and eligibility of the data. The preprocessing stages include:

1. Cleaning: removing symbols, links, irrelevant hashtags, and meaningless words.
2. Normalization: Standardizing non-standard words (slang, abbreviations).
3. Tokenization: Breaking sentences into word units.
4. Stemming: Returning words to their basic form.
5. Furthermore, sentiment analysis is carried out with classification into three main categories:
6. Positive sentiment: Supporting Azealia Banks' statement or viewing it from a neutral/critical perspective.
7. Negative sentiment: Condemning, rejecting, or counterattacking the statement.
8. Neutral sentiment: Not showing clear partisanship.

The analysis was carried out through a combination of manual and automated approaches. The manual approach was carried out with the involvement of two researchers to assess sentiment based on the context of the comments, while the automated approach was carried out with a lexicon-based sentiment analysis model or machine learning such as Naïve Bayes (if possible).

2.6 Validity and Reliability Test

To maintain data validity, double verification was carried out in the data collection and cleaning stages. Validity is maintained by limiting the sample to comments that meet the relevance criteria. Meanwhile, for the reliability of sentiment classification, cross-checking is carried out by two researchers independently. If using an automatic model, then the measurement of model accuracy is carried out using training data and test data, and evaluation using a confusion matrix (accuracy, precision, recall, and F1-score). This study adopts a quantitative approach by applying a content analysis method based on digital data, especially data obtained from the social media platform X (formerly known as Twitter). The quantitative approach was chosen because this study aims to measure and classify public sentiment towards Azealia Banks' statement systematically and in a structured manner, in order to obtain an objective and empirically testable picture. Sentiment analysis was conducted to understand public opinion based on text data (comments, retweets, quotes, and replies) that are publicly available on the platform. The analysis was conducted using digital tools and manual coding to increase accuracy.

3. RESULTS AND DISCUSSION

This study analyzed 500 posts on social media X (formerly Twitter) that were responses to Azealia Banks' controversial statement calling Indonesia the "world's garbage dump." Data was collected for seven days since the original post was published by the account @azealiaslacewig. From a total of 500 tweets, the distribution of user interactions is as follows:

Table 1. Types of Responses to Azealia Banks' Statements

Response Type	Number of Tweets	Percentage (%)
Quote Tweet (Retweet with comment)	300	60%
Direct reply	150	30%
Third party mention/thread	50	10%
Total	500	100%

The results of the sentiment analysis classify tweets into three main categories:

Table 2. Distribution of Sentiment towards Azealia Banks' Statement

Sentiment Type	Number of Tweets	Percentage (%)
Negative	362	72,4%
Neutral	96	19,2%

Sentiment Type	Number of Tweets	Percentage (%)
Positive	42	8,4%
Total	500	100%

Negative sentiments dominate public responses. The forms of expression vary, from sharp criticism, condemnation, to sarcasm. Many users consider the statement to be an insult to national identity. Neutral sentiments appear in the form of clarifications, questions, or non-confrontational comments, while positive sentiments generally come from international netizens or users who view the statement as criticism of environmental issues and consumer culture. The Fine grained Sentiment Analysis approach (Arviana, 2021) is used to capture variations in emotional intensity in negative sentiment, ranging from mild sarcasm to explicit hate speech. This shows that public responses are not uniform reactions, but reflect a broad spectrum of emotions such as anger, disappointment, and frustration, as emphasized in the Emotion Detection approach.

Some themes that emerged from the topic exploration included:

1. Digital Nationalism
   Many tweets showed pride in Indonesia and a drive to defend the country's honor.
2. Personal Attacks
   Some netizens made ad hominem attacks on Azealia Banks, attacking her physical appearance and reputation in the music industry.
3. Environmental Issues
   A small number of users agreed with Banks' criticism, arguing that Indonesia does indeed face problems with waste management.
4. Racial Irony
   The negative responses of some users actually contained elements of racial discrimination against Banks as a black woman.

These results are in line with the Social Identity Theory (Tajfel & Turner, 1979) which states that when group identity (in this case national identity) feels threatened, individuals in the group will respond collectively to maintain social self-esteem. Negative reactions to Banks can be understood as an effort to maintain the collective image of the Indonesian nation. Compared to Liu's (2012) study on opinion-based sentiment analysis, these findings enrich the understanding that public opinion on social media is not only formed by individual preferences, but is also influenced by the dynamics of social identity. Samsir et al.'s research. (2021) also supports that the classification of sentiment into three main polarities (positive, negative, neutral) needs to be expanded with aspectual and emotional approaches to capture the complexity of user opinions. The advantages of this study are the application of a multi-model approach, Fine-grained Sentiment Analysis, Emotion Detection, and Aspect-Based Sentiment Analysis, which provide an in-depth understanding of digital psychosocial dynamics. In addition, the use of primary data from 500 tweets collected in real-time increases contextual validity. However, this study has limitations in terms of emotion interpretation because informal texts on social media often contain ambiguity, sarcasm, and slang that are difficult to classify automatically. In addition, the data only comes from platform X, so it does not represent the entire spectrum of public opinion across platforms (such as Instagram, TikTok, or Facebook). Social media X has proven to be an arena for collective expression and negotiation of national identity. Netizens' responses to Azealia Banks demonstrate the complexity of digital social dynamics influenced by emotions, identities, and collective values. These findings are important for understanding how public opinion is formed, as well as input for policy makers in responding to sensitive issues in the digital space.

3.1 General Topic and Theme Analysis

The results of this study are in line with the concept of sentiment analysis as described by Liu (2012), namely the process of identifying user attitudes and opinions towards an entity. In this context, the entity analyzed is Azealia Banks' statement about Indonesia. Referring to the classification of Samsir et al. (2021), social media user responses are categorized into three polarities: positive, negative, and neutral, according to the main structure in opinion mining. Based on the characteristics of the tweets analyzed, the Fine-grained Sentiment Analysis approach (Arviana, 2021) seems relevant, because although most of them are negative, the intensity of the emotions varies: from mild sarcasm to highly offensive speech. This analysis allows for a more detailed understanding of meaning, compared to binary polarity classification. Some expressions also show certain emotions such as anger, disappointment, and frustration, which are in accordance with the Emotion Detection approach. However, as noted by Arviana (2021), the challenge in recognizing emotions in informal texts such as tweets lies in the diversity of expressions, sarcasm, and slang that are often used by netizens. Furthermore, the findings of this study can also be linked to Aspect-Based Sentiment Analysis, as several tweets specifically touched on

aspects such as Indonesia's reputation, environmental issues, and Azealia Banks' personal character. This enriches the understanding of the context of opinion and shows that netizens are not only responding in general, but also highlighting specific aspects of the statement.

Based on the data exploration results, several common themes that emerged in the tweets were:

1. Digital Nationalism

   Many tweets showed pride in Indonesia and a strong emotional response in defending the country. Expressions such as "don't insult our country", "we are not a trash can", and "respect our country" appeared repeatedly.

2. Personal Counterattacks

   Some netizens not only attacked Banks' statements, but also made personal comments, insulting her appearance or reputation in the music industry. This shows a shift in focus from the substance of criticism to individual attacks.

3. Environmental Issues and Social Realities

   A small number of users agreed with Banks' criticism on the grounds that Indonesia does face a waste problem, both domestic and from abroad. They invited people to reflect on the facts and improve waste management policies.

4. Racism and Discrimination

   Ironically, the negative responses from several users actually contained racist and discriminatory elements against Azealia Banks, who is a black woman.

   This shows that in the process of national defense, some netizens actually violated other ethical norms.

Azealia Banks' statement managed to trigger a large wave of public response on social media X, dominated by negative sentiment. However, this dynamic is not as simple as a mere emotional reaction. Through the framework of sentiment analysis and a study of the function of social media, the response shows the complexity of digital space as an arena for the formation of public opinion, identity negotiation, and reflection of broader social realities. By combining the approaches of Fine-grained Sentiment Analysis, Emotion Detection, and Aspect-Based Sentiment Analysis, it can be concluded that social media X functions not only as a place to share information, but also as a mirror of the psychosocial dynamics of digital society which includes nationalism, emotional expression, and the potential for violations of communication ethics.

3.2 Correlation with Social Identity Theory

The Indonesian public's strong reaction to Azealia Banks' statement that "Indonesia is the world's trash can" can be explained through the lens of Social Identity Theory proposed by Henri Tajfel and John Turner (1979). In this theory, individuals classify themselves into certain social groups (in-groups), and develop strong feelings of pride and self-identity towards their group membership. When the group identity—in this case, Indonesian national identity—is perceived as being attacked or degraded by an outside party (out-group), there is an increase in internal solidarity and a collective response to maintain the group's social self-esteem.

This phenomenon is reflected in the massive negative reaction from Indonesian netizens to Banks' statement. This study collected 500 tweets within 7 days after the original upload from the @azealiaslacewig account. Of all the tweets analyzed:

1. 60% were quote tweets (retweets with comments),
2. 30% were direct replies to Azealia Banks' upload
3. 10% came from threads or mentions from other users who mentioned her account or statement.

Negative sentiments dominate with various forms of expression, ranging from sharp criticism, condemnation, to sarcasm towards Banks. These reactions indicate that the statement has been considered a form of attack on the collective image of the Indonesian nation. This is in accordance with the postulate of social identity theory, namely that when a group's self-esteem feels threatened, individuals in the group will try to protect their identity through a defensive or even offensive attitude towards outsiders. Furthermore, through the Fine-grained Sentiment Analysis approach (Arviana, 2021), it is known that although the majority have negative sentiments, the intensity of their emotions varies—from mild sarcasm to explicit hate speech. This approach is more informative than just a binary classification, because it provides insight into the degree of emotion involved. Most tweets show expressions of anger, disappointment, and frustration, which is in accordance with the Emotion Detection approach in opinion analysis. However, as noted by Arviana (2021), recognizing emotions in informal texts such as tweets remains challenging, because they often use indirect expressions, slang, or irony. Therefore, the Aspect-Based Sentiment Analysis approach is also used to identify specific aspects of opinions. In this case, some aspects highlighted by users include: Indonesia's reputation, criticism of the environment, and Azealia Banks' personal character. Thus, the Indonesian public's reaction to Azealia Banks' statement can not only be understood as a momentary emotional outburst, but also as a manifestation of a social identity defense process triggered by the perception

of a threat to national pride. Social media X functions as a digital arena where collective opinions are formed, identities are negotiated, and social realities are criticized. The combination of social identity theory and a comprehensive sentiment analysis approach provides a deeper understanding of the complexity of the psychosocial dynamics of Indonesian digital society in dealing with controversial and sensitive discourses.

4. CONCLUSION

This study examines the public response on social media X to Azealia Banks' controversial statement calling Indonesia the "world's garbage dump." Of the 500 tweets analyzed for 7 days after the original upload, it was found that negative sentiment dominated (72.4%), followed by neutral (19.2%) and positive (8.4%). Through the Fine-grained Sentiment Analysis, Emotion Detection, and Aspect-Based Sentiment Analysis approaches, it was found that netizens' responses were not only emotional, but also reflected a defense of national identity, concern for the country's reputation, and criticism of the environmental management system. These findings indicate that social media X functions as an arena for public opinion as well as a space for negotiating social identity. The strong reaction of the Indonesian people can be explained through Social Identity Theory, where insults to a group (country) trigger collective solidarity and defensive reactions. Thus, this study emphasizes the importance of digital literacy and communication ethics in responding to global issues that touch on national sentiment.

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