SENTIMENT ANALYSIS OF USER COMMENTS ON APPLE'S INSTAGRAM POSTS: INVESTIGATING DIGITAL BRAND DISCOURSE IN ENGLISH LANGUAGE

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ABSTRAK

Apple merupakan salah satu merek teknologi terkemuka dunia asal Amerika Serikat. Berbagai produknya dinikmati secara internasional berkat teknologi canggihnya. Di ranah digital, khususnya media sosial, Apple memiliki akun Instagram sendiri, @apple, yang kerap menampilkan konten unik menggunakan berbagai perangkat. Dalam studi ini, peneliti mengkaji sentimen pengguna Instagram dalam menanggapi produk Apple dan perusahaan itu sendiri. Studi ini menggunakan pendekatan kualitatif dengan menggunakan teori analisis sentimen. Sampel sebanyak 500 titik data dianalisis, dengan 258 positif, 83 negatif, dan 162 netral, dari lima unggahan yang diunggah Apple dari tanggal 18 hingga 22 Oktober 2025. Hasil penelitian menunjukkan bahwa pengguna Instagram tetap memberikan tanggapan positif terhadap Apple, baik dari segi produknya maupun dari segi konten yang mereka buat, yang menggunakan produk Apple.

Kata kunci : Analisa Sentimen, Wacana Merek Digital, Instagram, Komentar Pengguna, Bahasa Inggris, Apple

ABSTRACT

Apple is one of the world's leading technology brands from the United States. Its various products are enjoyed internationally thanks to its advanced technology. In the digital realm, particularly on social media, Apple has its own Instagram account, @apple, which frequently displays unique content using various devices. In this study, researchers examined the sentiments of Instagram users in responding to Apple products and the company itself. This study used a qualitative approach using sentiment analysis theory. A sample of 500 data points was analyzed, with 258 positive, 83 negative, and 162 neutral, from five posts posted by Apple from October 18 to 22, 2025. The results showed that Instagram users still responded positively to Apple, both in terms of its products and in terms of the content they created, which uses Apple products.

Keyword : *Sentiment Analysis, Digital Brand Discourse, Instagram, User Comments, English Language, Apple*

1. INTRODUCTION

As a modern era occurs, nowadays social media become one of the systems that are closed to the people's activity. For today, we can see that so many social media platforms are used by people to get many things that they want to know. Not only to get any news or information that, a social media platform

also can be use by a group or company for their businesses purposes.

The influence of a social media getting bigger from time to time in all countries. It can see that the growth of people using as social media platform rise up each year. In this 2025 for example, there are several social media platforms that is exist in the digital world. Facebook or sometimes it calls Meta, YouTube, X or previously known as Twitter, TikTok, Telegram, Instagram and many more comes up with their features which is used for spreading any interest or unique information to their users around the world.

Since the trending of a social media, businesses come to this digital platform for several purposes. The content such as publication about their products, launching new product, or give a greeting about celebrating something is the example that businesses nowadays use the platform of social media. Besides that, they also use this platform for engagement activity and to reach out public to expand their marketing activities.

Seeing the prospect that any business can get more attention from the public, the social media platform become one of a tools that a company or business used for their activity. Sulaeman stated on his report that social media become a fit place for communication, especially for online basis activity (Sulaeman, 2020). On the other hand, the social media also can be used as an effective mechanism to boost company's marketing strategies and goals. For that thing, the company can get several aspects from a social media such as customer engagement, customer relationship management, and also its communication (Filo et al., 2014). In this part, social media give a connection as a main platform between the businesses and customers with marketing activity that can engage both sides in single place.

In a marketing strategy that is done by a company or business in the social media platform, advertising is one of an activity which is usually well known by people. Sometimes, the efficiency and an effectiveness of social media advertising largely depend on how customers perceive and form their attitudes toward such activities (Duffet, 2015). As we can known in the social media world, advertising which is now become a digital advertising come as a creative works that can bring an impact for the business activity whether in the sales aspect or for branding itself. In some specific cases, this digital advertising also included as a strategy for businesses in marketing activity known as Integrated Marketing Communication or IMC. In general, IMC can be known as a planning marketing concept that use any mixes disciplines such as direct marketing, advertising, sales promotion, public relation, and any other aspects to perform maximum impact communication to the users market (Ma'aruf and Anwar, 2024). And by the time, this kind of business activity often used in this current digital era expands its effectiveness for any specific purpose for the business.

Furthermore, the implement of an IMC also can be used and analyzing its content using a sentiment analysis approach which can be known for how the effective of each content that has been published by business owner in digital platform to its users. Sentiment analysis is an approach in language processing and text mining domain, which is appear in a real-world application such as in product review analysis, opinion mining, or responding about a particular context (Romadhony et al., 2024).

In this modern industrial era which is closely enough with a technology, between the content and also its strategy for branding strategy is linked together to get a bigger opportunity in a part of branding or even expand its profit. One of the biggest products that we know today in society that related for its high-tech technology is Apple. This company was established in California, United States on April 1, 1976. For several decades, Apple invent some consumer product technologies that is knows by people around the world for its digital environment such as cell phone, pad or tablet, smartwatch, headphone, laptop, and even virtual reality (VR). Not only have that, Apple also developed its digital platforms to support its own product for example like Apple Music, Apple TV, iCloud, and Siri as an Apple's digital assistant. As a business that sells consumer product technologies, Apple also active to promote their products using a social media platform and one of the platform that Apple use is Instagram with its username @apple.

In the Instagram, Apple usually posts any contents with unique concept and also interesting visual that attract its followers. Sometimes, Apple also adds a caption which is related to one of their products. For example in the caption part, in some Apple's post is written #ShotonIphone to linked between the content that their post and with the Apple's product to increase branding aspect. By applying that, @apple account become popular in the worldwide and have a number of followers around 34,2 millions per data on August 18, 2025. In the part of content posts itself, their followers actively give any comments in @apple to give any reactions or comments related to Apple's products or about the content that is already posted. Each comments may vary, depends on the followers perspective. It can be critics about the product, comparison between the products, and even give praise to Apple's product or its content which is occur in the comment section.

Based on the background for research question regarding the title that is written above, there is one question that will be focused on. The research question is what most sentiment occurs in Apple's Instagram account based on its content post from its user comments. To get the data, this research will take five latest content posts that have been posted by Apple in its Instagram account. And for its objective, this research will focused to know what most sentiment occurs from Instagram users who give comments in Apple's content post on @apple account.

2. LITERATURE REVIEW

1. Sentiment Analysis

Based on the information above about the background and also current trend in the business nowadays, now the researcher will discuss deeply about the core of theory that it will be use to analyze data later. The first theory that it is related with the title of this research is a sentiment analysis theory. In general, sentiment analysis can be known as a study in a digital platform, especially in a web based application that it is used to analyze several aspects such as statement, emotions, and also sentiments through the text (Li in Sumantiawan et al., 2023).

We can known that there are some web based applications like a social media that people can do interact with text by giving statements or responds in a comment section for some contents that is uploaded by the who have the account on that platform. Usually, they followers will give any reactions about the content itself using a text on that comment section. This is very important for people who have or run a business because they can know how people's reaction about the content that it is published on the social media itself.

Furthermore, sentiment analysis also closes enough with a study called natural language processing or NLP. Since it is have a close connection between a language and how its communicate through the text on the digital platform, each individual can implement the emotions by texting a comment section with several types of comment such as sarcastic, praises, idioms, hate speech, and many more (Septiani et al., 2024). In this part, we can known that each individual who actively send any responds on the comment section have a different purposes on how to respond any digital contents that they already saw it on its platform.

Based on the general knowledge about sentiment analysis, in this theory we can analyze the text itself into three categories based on people respond at the comment section. This analysis process can be known as a sentiment labeling to know is it the content that has been published or even about people stigma to the business is good or not. This category can be separated into three categories which are positive, neutral, and negative if it is using a point of view in lexicon-based method (Nurfebia and Sriani, 2024). With this method, each text that any users give a comment on specific content can be known easily and also known is it most people love or hate the content.

So in further, the lexicon-based that it is used in sentiment analysis is very useful to assign sentiment scores to text based or it's structured on the words that any users give any reactions on the content itself (Prastyo, et al., 2025). Not only words, the structure of the text also can be analyzed based on the emoticon that is sent by each individual as a result of a respond.

2. Critical Discourse Analysis (CDA)

After the researcher discuss about sentiment analysis, in this part the researcher will discuss further about other theory that is used as a supporting theory based on the research scope. One of the theories that the researcher will discuss is called Critical Discourse Analysis or sometimes it is called CDA.

In general, Critical Discourse Analysis can be referred as a tool to analyze how language shapes and can be reflects social realities (Putri, 2025). Based on Fairclough, the CDA itself have a strong relationship between a language and power that is occurred in a communication aspect (Fairclough in Martika, et al., 2022). As we know, language and communication have a close relation which is almost occurred in people daily live.

Furthermore in the Critical Discourse Analysis, especially if we want to make a connection to digital brand discourse, there are about three stages to examine its linguistics aspect. The three stages are (Sinaga, et al., 2025):

1. First, by examines the linguistic and also its visual features.

2. Second, considered how these texts are distributed and also interpreted through any digital platforms.

3. Third, situates these texts within broader social practices. In this case if we relate to the research background, we can see the focus of the text that is constructed to give any responds of the brand.

In short, these three stages on the CDA approach can reach out three dimensional which is textual, discursive, and in social aspect (Nurbaity, 2025). And for addition, Critical Discourse Analysis also required to understand about a textual and also its social practices that are presented in a media (Muhassin, 2021).

As we know, in this digital era that people can easily access the internet and also leaving a digital footprint by text in a comment section as an emotional or idea perspective. So that's why CDA can play its role as to find out any sentiment that occur as a result of responding something.

3. METODOLOGI

After find out the background that the researcher stated, in this research the researcher will using a method to find out what most sentiment occurs in Apple's Instagram account based on its content post from its user comments. Furthermore, this research will use a qualitative descriptive method to analyze the data that the researcher's get from the Apple's Instagram account @apple after do an observation on that platform.

Qualitative is a part of a scientifically method that is used by a researcher to do analyzing data which is not related with any numbers and mostly focused on the interpretation.

In theory, qualitative can be known as an approaches that occur in a research that exploring understanding of meaning individuals or groups by an interpretation (Creswell in Setiadi, 2025). In mix of qualitative method, a descriptive term also used in a research to describe specific problem that they naturally occurred (Sulaiman in Setiadi, 2025).

In the part of significance standpoint, this research focused on educating the reader about user comment in Apple's Instagram account that is analyzed its comment to find out the sentiment that occurs among the users.

And for research design, this research can be known as a part of case study. A case study is one of a method that collecting and organizing data to maximize our understanding of an object (Dörnyei in Halim, 2021).

To get the data, the researcher used an observation and the data itself later will be analyzing with the theories itself. For the data steps, there about three steps that the researcher implement.

First step is finding out the data by open Apple's Instagram account @apple and see users comment from five latest content that has been posted by Apple. Second, the data that was already got will be grouped into several categories based on its sentiment. And third, all the data that already grouped will be analyze with the theories.

4. RESULT AND DISCUSSION

The data itself was obtained on October 29, 2025 and got recent 5 latest posts from @apple and its further observe by the researcher on November 11, 2025. With that period, the researcher got 500 comments in total from 5 posts as a sample of Instagram users comment which is 100 comments for each post. Those 100 comments were selected based on comments that received likes from other users. The comments will be analyzed using a sentiment analysis theory which can be the best approach to know how users sentiment about Apple and its product.

DATA 1

The first data that the researcher gets is about a digital content post a carousel that contain of 5 images by @apple. This content was posted by Apple on October 18, 2025 and it is about a photo models that was photographed using the camera of the latest iPhone Air device. In the caption, Apple also used hashtag #ShotoniPhoneAir as a part of branding for their new product. Apple used to take a picture with iPhone Air since people talking about their experiences
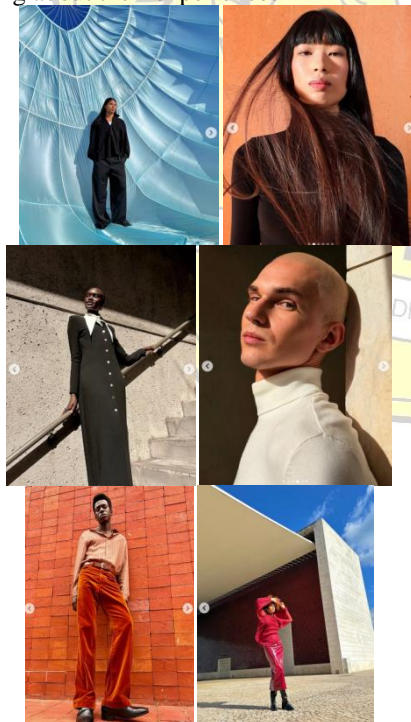

Image 1. Digital content post by Apple which was posted on October 18, 2025. (Source: @apple)

From further observer on November 11, 2025 that the researcher did, this post had 35,7 K for the likes from public users. Also, this post had 549 comments, 161 reposts, and 577 shares. Based on that data, the researcher took some of the comments from public Instagram users on that post. There are about 100 comments as a sample from 549 comments that is analyzed to see its sentiment about Apple. The sample data is based from the likes that Instagram users gave to its comment.

The sample comments that the researcher got contains 18 negative comments, 43 neutral comments, and 39 positive comments. Any negative comments from Instagram users talked about product complaint of Apple's product and its system software. For example of any negative comments that is occur related of Apple's product such as:

- *@sam__here4228: apple how long would you keep saying that it's the fastest iPhone with the best camera. Why there are no new features added in the new iPhones. They are only changing the design of the phone nothing else. I don't see any change from iPhone 11 to iPhone 17 except the camera battery and speed.*
- *@madeinchynaxo: why did you guys change the keyboard look on the new update?? it's hideous*
- *@dr.leonardoestrela: fragile device. practically the same design as the old ones. innovate!!!!*
- *@hominybookin: Also whoever is in charge of the colors for the phone cases and phone colors needs to be fired*
- *@_adamoctaa: rip ios 26*
- *@ rodrigo.lfarias: After upgrading my phone is off at 30% charge.*

Some of the negative comment by Instagram users also related with a political situation. The negative comment itself has ties with the current situation of War in Gaza which is a war between Israel and Palestine. Some of the Users also use a hashtag to speak up as a support for Palestine. And also, there is a comment that is related with the political

situation in the United States. The example of this negative comment such as:

- *@meshurolmayankadn: Apple why are you giving gifts to Israel? Zionist israel.*
- *@ammarjab: Apple has sent freed israeli prisoners free iPhones and iPads. What about the freed Palestinian captives? Are they not part of your agenda? Or is this a Zionist supporting entity?*
- *@just_gunel91: Loosers! Genocide supporter! #boycotapple*
- *@olsonkaren48: Could you please not support the White House ballroom? So offensive for so many reasons!*

In positive comment, the 39 comments which are indicated to positive based on the sample data that the researcher gets mostly about the models that was photographed using the camera of iPhone Air. The example of positive comment such as:

- *@babak_yeganeh_official: Woow amazing shot*
- *@validexamdump01: Absolutely stunning! The shots are sleek and powerful*
- *@lindavegas999: Beautiful*
- *@salehi.57133: simple amazing*
- *@a.kyamodja: Perfect*

Besides about the content that is photograph of the models, some users also give a positive comment which is talked about Apple's product such as:

- *@ilkabark15: Pretty cool stuff Apple*
- *@stella.kim: Wow the colors are insane!!*
- *@papaoomamaooseohyun: cool stuff*
- *@alondeck_: perfect colours too*

Furthermore, 43 neutral comments also occurred in the comment section of this post. It is categorized as neutral since no indication of emotional aspect like adding an emoticon symbol that users share its comment. Even the context can be positive or negative based on the viewer point of view, some of the neutral comment indicates as a question for the Apple product or its service such as:

- *@crystalhma: Help! I need help but customer service won't get back to me*
- *@shay_z26: Dear Apple. Can you please make mini iPhones for people with small hands. I'm still using iphone13 mini, all the other iPhones are too big, I have to use both hands to use them.*
- *@fernandesraphaeldias: It's my dream to give me an iPhone.*
- *@franks_95: Any news if they are releasing a new iPad Pro this year?*
- *@as_gayuh: So, iPhone 18 will use Titanium again?*
- *@princesssade: Put a calculator in the notes app please*
- *@tiago.alegria.315: Please make the new ipad pro m5 with 16 or 18 inches*
- *@a.64.97: Kindly check inbox. I have asked some queries regarding IpadAir*
- *@justjakehere29: Bring Back IPod*

A neutral comment also found that some users compare Apple product with the other brand. This comment considered as neutral since no indication of emotional aspect, negative statement, or praise. The examples are:

- *@maznajh: Vivo x300 pro better*
- *@sanjaykumar.saakshi: SAMSUNG*

Based on the analysis of sample data in this digital content post, the researcher found that most users give a neutral comment on Apple. Users asking about a new product of Apple and also give any recommendations for Apple to fit what they need. In this context, we can see that users still have an interest to use Apple's product and hope Apple will improve its product to make it more functional based on market needs. Besides that, users also give negative comments in a comment section as critics of specific issues on this post. These critics come up by users in the comment section since they aware about what is happening in the society, so they believe that other people will realize and also speak up for the same issue.

DATA 2

Image 2. Diwali Day short content video posted by Apple on October 19, 2025.
(Source: @apple)

Second data that the researcher gets is about a short video to celebrate Diwali day. In India, Diwali day is an event that marks a beginning of the fiscal year and it is also as an event to honor Lakhsmi which is the goddess of prosperity for Indian people. This kind of event usually held in the period of October to November. In the content video, Apple uses music "Kehna Hi Kya" and there are some people dancing with a colorful background. Apple also gives information that this video was shot using iPhone by using hashtag #ShotoniPhone17Pro on the caption. Furthermore, this post have a lot of attention by Instagram users which is get a like 1,7 M. This video also has 4,469 comments, 2.882 reposts, and 50 K shares as per data on November 11, 2025.

Based on 100 comments as sample from 4,469 comments, the researcher found about 81 positive comments and 2 negative comments on the data. For neutral comments, there are 17 comments that are considered as neutral in the section.

Most of positive comments that Instagram users give in comment section talked about the nice content video and its music. The users give praise about the choreographer, and its dance. Some users also give any comments to give a greeting about the Diwali day. Here are some examples of positive comments:

- *@pinkysofficialinsta: Happy Diwali*
- *@iishanchaturvedi: It's a visual treat beautifully crafted ,congratulations to whole team*
- *@pr_aveen_ku_mar: AR Rahman magical*
- *@thejunctionwithpriya: Amazing and let's pay homage to the masterpiece vocals and music of the man himself @arrahman*
- *@ kaxhnis: our culture is literally THE BEST*
- *@ rigved.joshi: Happy diwali fr*
- *@thariq.100: love the theme and everything..*
- *@diya_ramakumar: Happy Diwali from a certified apple fan*

And also, some of the users also praise the content with the iPhone 17 Pro which is used to record the video. The positive comments are:

- *@tabbykabeer: This an example of what amazing beauty can be created by humans working together in unity.*
- *@shareena_: ok apple im kinda mad at you but this is VERY good*
- *@ayoshizlifetales: Wooowwwww. This is like real life kaleidoscope*
- *@msmadhan: That part of A. R. Rahman's song always gives me goosebumps and now Apple the brand I love, has used it for their Diwali ad. Incredible! I'm so happy and truly impressed. Love you, A. R. Rahman*
- *@dhootkanupriya: Great and inclusive advertising, @apple. I'm already an Apple gal. This has made it even more relatable.*
- *@sundaryadhav: Apple x ARR cooked*
- *@sad_summe__1402: Love This apple great job*
- *@bonvitacore: Love happy diwali for everyone great apple*

- *@sunitarana1583: lovely gesture from apple*
- *@vasureddy675: wonderful job by apple happy diwali from india to the world*
- *@ak_kanniyammalpillai_catering: love these from apple*

For the neutral comment that is occurred in comment section, some of the users give their comment to ask about an Apple product which is iPhone. They give this kind of a comment since it seems that they do want have to feel a same desire to make a digital content just like what Apple post. The examples of the comments are:

- *@joandersonmaxiniano: Send me an iPhone 17 Please*
- *@call_mee__adi: Give me iphone 17 pro I am from Pakistan*

There is also 1 neutral comment that it is sent by Instagram users asking about Apple's function. This comment appear and considered as neutral since there is a positive sentences, but the context itself is a criticism about problem with Apple's system. The comment is:

- *@eliwezzz: Greetings to Apple In update 26, the phones have a lot of bugs and slowness, please take care of this issue Thanks to the Apple support team*

Furthermore, there 1 negative comment that sent by Instagram users in a comment section. This comment comes as a disappointed or angry because of the Apple's product. The comment that can be seen below:

- *@eternaluxai: YOUR PHONES SUCKS AND ITS A SCAM*

And also, 1 negative comment indicates a hate speech with a belief aspect. Since the content video that is uploaded by Apple is about a celebration of Diwali, a user gives a comment that this kind of a celebration is not make them just like a god. The comment that those user give is:

- *@amun_ra_god: You'll never be the wish of God to be, you're my enemy*

Based on the analysis of 100 sample data on this digital content, the researcher found that most of Instagram users that give a comment in a comment section praise with the context of the content. Most users give a positive comment since it is related with a cultural tradition that people see it as a respect for their culture. Users also give a positive sentiment with the Apple's product which is iPhone 17 Pro that is used to recording the video content and satisfied with the result.
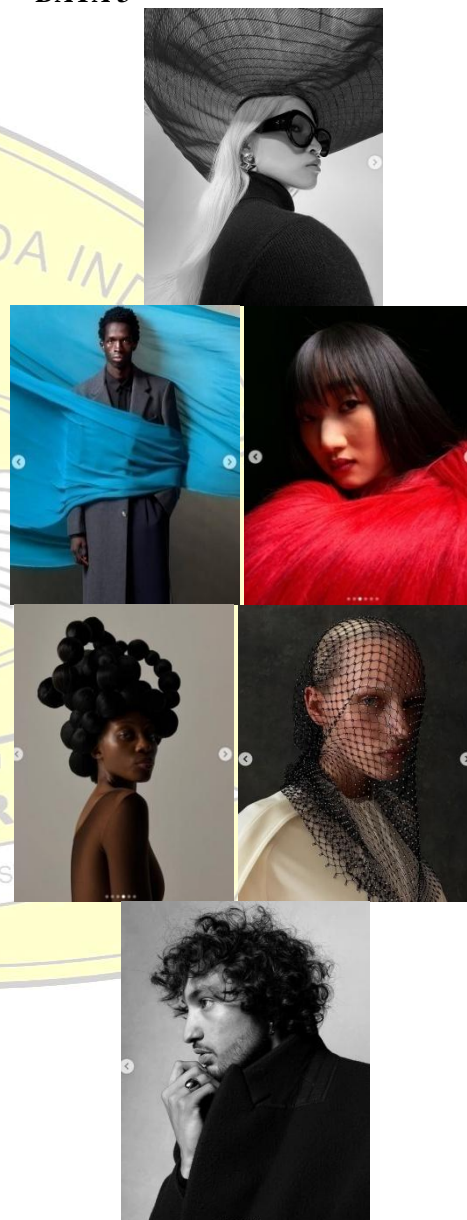
DATA 3

Image 3. Some of the models photographed with iPhone 17 Pro that comes as a carousel in Apple's Instagram post on October 20, 2025. (Source: @apple)

In the data 3, the researcher gets a digital content post that is a form of a carousel that Apple posted. This content is about several models were photographed using an iPhone 17 Pro camera system. To make it closer with the product, Apple also use a hashtag #ShotoniPhone17Pro which can be easier for Instagram users to know the Apple's smartphone and also with its sophisticated camera system. For this content post and based on the data that the researcher get on per November 11, 2025 itself, this post got around 37,5 K of likes and 402 comments were given by Instagram users. Further, there are about 160 reposts and also 609 shares.

The researcher got 100 samples from 402 comments as a further analyze using a sentiment analysis theory. Based on the samples, the researcher found about 55 comments indicated as a positive sentiment and 13 comments were negative sentiment. For neutral sentiment, there about 30 comments that is indicated as neutral.

In the positive sentiment analysis, most of the users give a comment that they like about photographed model which is using a camera system of iPhone 17 Pro. They do like the photo because of several reasons such as the good quality of picture, nice color, and also with the models. Example of the positive sentiment comments such as:

- *@majasandal5758: The photos are so good, I want to have an iPhone*
- *@fadik___: Amazing*
- *@elenilsongoes04: I really enjoyed 17*
- *@omar_fotoprensa: iPhone 17pro all terrain.*
- *@hillbilly_: Nice camera on an iphone 17 tho.*
- *@jonrodriguez907: Stunning!*
- *@lucarmoreira25: Fotografia iPhone*
- *@burakboylu: Amazing shots*

Besides give a positive sentences, other positive sentiment that other users give is also like an emoticon symbol. An emoticon symbol like heart is the most seen and given by other users to give a reaction that they like the carousel post that Apple already posted.

Further for negative sentiment, the 13 negative sentiment comments that users give in the comment section is talking about the disappointed of the Apple's company. Several disappointed such as the system, Apple's product, and also with the service that Apple served are the thing that they stated. The example of negative sentiments such as:

- *@noxy2z: what are you guys doing to the iphone's its acting up sometimes my screen acts sensitive and lagging*
- *@oceancitydave: Does Tim Cook care about anything? Serious question. He seems to act antithetically to everything Apple once represented.*
- *@eliwezzz: Greetings to Apple In update 26, the phones have a lot of bugs and slowness, please take care of this issue Thanks to the Apple support team*
- *@fluddwarning: TERRIBLE CUSTOMER SERVICE. Apple is always double charging and pushing costs onto consumers. If your systems are messing up, it's not the fault of the customer. As usual Apple Support offers no resolution.*
- *@sfhszm: The visual design of iOS 26 is uncomfortable and unpleasant. I strongly urge Apple to reopen the downgrade channel! Users should have the right to make their own choices - not everyone like the new system*
- *oc1_ch: Ios26... hot battery*

There is also a negative statement that a user sends in the comment section. This statement is about comparing Apple product with the other product which is better. Some of the comments are:

- *@apenasumfadebiancaalencar: Xiaomi always superior to all brands*
- *@3almi_q8: Samsung better than you*

Besides talking about the product, some of the users also give a negative statement that related with the current situation politics. The users itself stated and believed that Apple's company is do something bad that

bring a negative public opinion. The example of those comments such as:

- *@belcasas: I am despondent that APPLE contributed to the destruction of our historic Whitehouse East wing*
- *@olsonkaren48: Why are you donating to @realdonaldtrump and his folly—the destruction of America's House and the construction of a behemoth for the rich and powerful?*
- *@canrope: Destroying the East Wing of the White House, commissioned in part by Apple. Dump Apple*
- *@cardinaltetra: #Freecongo. Apple profits from child labour*
- *@helen_honey1: Free Congo*

In the part of neutral sentiment, users give a comment in a comment section mostly about asking the Apple's further business. Some users asking or requesting about Apple's product that they need to fulfill the market itself. Some example of the neutral comments such as:

- *@dfwcriztn: Y'all not updating your highlights this year?*
- *@miningdistrict: i thought you folks were merging apple music and itunes so there was a music store directly in apple music*
- *@athyna_: Please make the iPhone 17 in different colors*
- *@happay_catt: Apple please do a flip phone*

Based on the analysis of this data, the researcher found that user's sentiment in this post mostly positive and users do like the content with praise of Apple's product. The users also feel satisfied with the iPhone 17 Pro system camera which is used to photographed the models. Besides that, some of the negative sentiment in this post mostly talked and related Apple's business with the current situation in a political event. Negative sentiment also comes from users which bring a comparative between Apple and any other products which they believed better than Apple's product. As for neutral sentiment, the users still ask about Apple's business since

they are curious and need a new product because they believe that Apple can implement new brands that can fulfill the market.
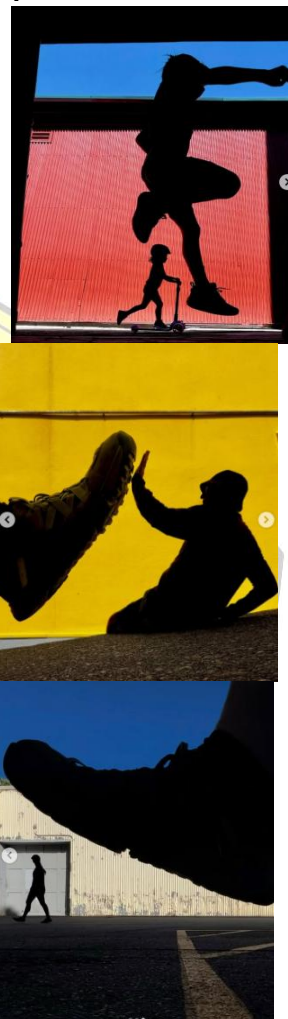
DATA 4

Image 4. Apple posts a picture contents on October 21, 2025 which is photographed by @jawdoc2 using iPhone. (Source: @apple)

Data 4 in Instagram Apple that the researcher gets is about a carousel post. This content is about several photos that are photographed by Ivor L which has a user name @jawdoc2. Apple reposts the photos that already posted by @jawdoc2 on its personal account. Also in this content post, Apple put a caption of Ivor words that discussed about the photo itself. The caption is about the moment and also its perspective while Ivor take of those pictures.

Based on the data that the researcher get on November 11, 2025 in this post, this carousel post have 23,8 k likes and 622 comments that users give in the comment section. Users also already do 133 reposts and 250 shares for this content. For the 100 sample data, the researcher found that 31 comments are indicated to positive sentiment. As a negative sentiment, there are about 36 comments considered as negative. The rest of 33 comments in sample data are indicated as neutral sentiment.

In the positive sentiment, most of users give praise for the photo contents that was already photographed by @jawdoc2. Some users give congratulation to @jawdoc2 and also stated that they like the content itself. Some of the positive sentiment that is occurs in a comment section such as:

- *@mactuscraig: Congratulations on your feature Ivor*
- *@aniraz95: Congratulations @jawdoc2!*
- *@jeffreymkarp: Congrats Ivor. Well deserved!!!!*
- *@praffullalwani19: classy photography, at its peaks @apple*
- *@seemetrouh: What a creativity!*
- *@drmarclevin: Incredible! Proud son alert*
- *@varunahujanphotography: @jawdoc2 amazingly captured*

Further analysis on the sample data, 36 comments that are indicate as a negative sentiment are related with several categories which stated by users on comment section. The first category that is come as a negative sentiment is about Apple such as its product, system, and also related with Apple's battery. There is also a negative sentiment on comment section that talked about bad Apple's customer service. Here are some examples of a negative sentiment comments that is related with Apple:

- *@rejinmattjohn: iOS 26 draining our battery like hell*
- *@thelost5.0: yall ever going to stop making phone y'all made 32 phones in the last 10 years and all of them are the same*
- *@abbie.uprooted: Apple — iOS 26 looks like it's wearing frosted glass*

reading glasses. Huge icons, blurry dock, even WhatsApp cuts off messages. I'm due an upgrade and for the first time considering leaving the ecosystem. Fix it. #iOS26 #AppleFeedback

- *@ana_kulauzov: A friendly reminder that iOS 26 sucks!*
- *@renanmarquez5: IOS dies dead cell phone battery*
- *@zackfeezy: Yall have the dumbest smart phone ever.. yes I'm talking about autocorrect and Siri. Siri is literally useless. Have you seen Alexa? Ask Siri what u ask Alexa watch your iPhone give temp warnings.*
- *@sahilsharma__01x: World worst mobile phone company who only knows to make money but not to take care of customer worst experience with apple*
- *@k0r0vamilkbar: IOS 26 can go to hell*
- *@silva.90s: what a horrible keyboard of the new update*
- *@cally_chaves: Cannot update apps or download anything. There's a Canva app that's paid but it's in the two options pending and paid and that's affecting the update the apps keep asking for the card and such. I've already joined the support, I've done what I could and nothing.*
- *@psthurism: This years iPhone is the ugliest phone I have ever seen*
- *@sukagilaa_: ios 26 sucks pls fix it*
- *@amanda.caaroline_: iPhone 16 pro max is horrible, locking, slow, getting hot, please fix that iOS asap*

Besides a negative sentiment about Apple's product and its service, some of the negative sentiment also occurs as a part of political issues that is happened in Unites States. This negative sentiment come because some users believed that Apple funding Trump's administration and help to tear down

White House. The example of this negative sentiment comments can be seen below:

- *@10.000poolfloaties: Why are you funding the demolition of the White House East Wing?*
- *@pamela_plantae: Apple acts all cool and trendy and creative, but helped fund the ballroom from h*ll. So disappointing.*
- *@jzd29: Stop funding Trump!!!! Shareholders need to stop Apple from funding Trump. Let's get that on the next shareholder vote.*
- *@zigityzak_: What was the decisive moment to help tear down the White House?*
- *@belcasas: I am despondent that APPLE contributed to the destruction of our historic Whitehouse East wing*
- *@gilluis.perez: Why are you funding the destruction of the White House?*
- *@josefschewe: no ballrooms! no kings.*

In the neutral sentiment, the researcher gets some comments that are asking about Apple's product. In this type of comment, users asked Apple about several things such as need an update for the product, any new products to fulfill what they need and hope Apple will launch a new or re-launch the product that is no longer sold in the market. The example of neutral sentiment comments are:

- *@gray.shores: I need a Macbook & an iPod - why don't you sell them anymore?*
- *@erfanbaayat: Update please*
- *@obv_not_joyce_: Heyy can u make waterproof AirPods?*
- *@hana_walk334: Is apple aware of the conversion of iPhone XR to iPhone 17 pro/ pro max features? Done by some Nigerians and Chinese?*
- *@_princyy721: Can yall make cuter colors (coming from a family of 3) my step mom and I don't want matching phones nor do we want the*

color orange give us a jet black phone at least. Idc what yall do

Based on the analysis by the researcher on the data 4, the sentiment that is occurred on the comment section almost equal from the users. Most of the positive sentiment comes as a praise of @jawdoc2 works and also users do like about the photographed content. In a negative sentiment, users mostly related Apple with the current politics situation that is happened in the United States. This situation leads a negative perception from people because of what Apple did as a support for President Trump's administration. As a neutral sentiment, users give a comment that asked about a new product or want give a suggestion to re-launch an old product. The comments considered as neutral since there are no indication of very positive or very bad sentences which implemented in the comment.
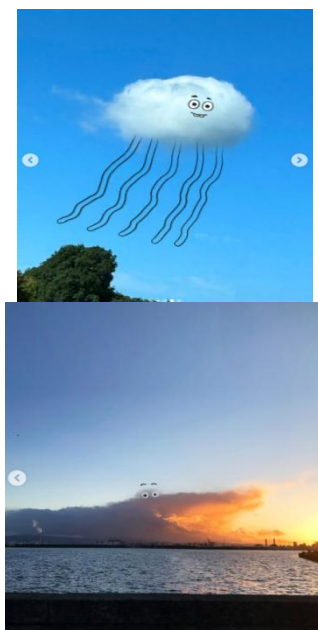
DATA 5
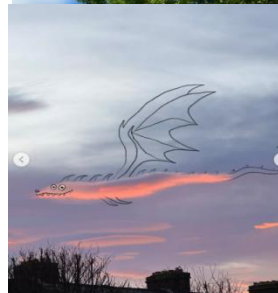
Image 5. Carousel digital content that Apple post on October 22, 2025 which is made by @adailycloud. (Source: @apple)

This content is about a carousel post which is an image of clouds that already edited to become real or feel like alive. The photos itself was take by a person named Chris J with its Instagram users name @adailycloud. Apple reposts these photos and add a hashtag #ShotoniPhone to inform Instagram users that Apple's product can produce a good quality of photo content. And also, Apple gives a short description with Chris J perspective since he photographed the cloud.

In this content based on the researcher get obtained the data on November 11, 2025, the content get 192 K of likes and there are about 794 comments that users give in a comment section. And also, this content had already 2.392 reposted and 7.312 shared by Instagram users. In a further analysis by the researcher for a 100 sample data, there are indicates about 46 are positive statement, 14 negative sentiment, and 39 comments that are considered as neutral.

In a part of positive sentiment, most of the comment is giving praise about that carousel. The users do like on the editing and also its concept of the content. Some of the positive sentiment that comes as a positive and also as an example can be seen below:

- *@burakboylu: These are some amazing stuff*

- *@ballidhiman24: Nice Editing*
- *@zamadamadventure: Such a lovely reminder to pause. The sky is putting on a show for us! ☀️ I hope everyone can see something beautiful today.*
- *@razal_riyaz: Wow, Creative eyes*
- *@varunahujaphotography: adailycloud amazing pictures*
- *@hellowws: Creative art*
- *@akahide_kajitsu: kawaii!*
- *@yonika_22: Ohh so cute*

For the neutral sentiment, the comment that is written by some users talk about the Apple's product. Those comment that is occurred which is related with Apple can be seeing such as asking the product or request Apple's product that is no longer produced. The example of the comments can be seen below:

- *@iamaishwarye: "iCloud"*
- *@slv_ggui._: Give me an iPhone then apple costs nothing*
- *@michaelpayyne: Custom hand molded phones would be a cool venture.*
- *@ttaaylorxx: can we get a pink 17 or what?*
- *@brissaamarie: Bring back the iPods*

Further neutral sentiment comment also related with the carousel content that users give a respond in a comment section. Some of the comments talked about the image and no indication positive or negative sentiment since there is no such things that make the comment are negative or positive. The comments are:

- *@diegopasur: The last image is more of an alligator*
- *@iphonekadeh_2020: The last sim crocodile*
- *@asifakberali: Turbo the snail!*
- *@aqsa_malik_khan: but these are blurr*
- *@mrx2_rk: Turbo*
- *@lordtucoficial: I thought it was a ghost*

- *@18yamal_18: Dragon and crocodile*

For the negative sentiment that is on the comment section, most of the comments are talking about comparative with Apple. Users give a comment by comparing Apple with Samsung product like Samsung Galaxy. They think that the product of Samsung Galaxy can have a better service rather that Apple's iPhone. The example of negative sentiment comments can be seen below:

- *@el_qalaawy: Nice cloud photos, Apple — but I'd still rather watch the moon at 100x on the Ultra. @samsunglevant*
- *@_xx_vedant_16: Creative art drawn by GALAXY S PEN*
- *@gggggggg671707: Samsung is the best phone.*
- *@priv.de__aldahir: What did they take with Sansung or Android??? i think it's from a Xiaomi*

Besides that, there are also negative sentiment comments that the users give in comment section that talked about how bad the Apple's product. The comments indicate disappointed users that already used an Apple's product and give critiques for its product. The comments are:

- *@tyaneborrasca: Every update the iPhone gets worse!! Battery does not last half a day It's not worth the fortune they charge anymore!!!*
- *@cb_catireiro: Update 26 is creepy*
- *@_suhailyy_: When you don't know how to fix an update, why do you let the whole phone have been like this. After the update, the keyboard light is blinging, something is fine. Is it possible with you or not, it's a limit. I have made full water proof, are you plumber? I was going, letting me go*
- *@sridhx_07: My iphone after ios 26 game lag why*

And still, some of the negative sentiment on the comment section also talking about politics that is related with Apple's company. These users believe that Apple is working together with the government and indicates to sell any users personal data information. Some of the comments can be seen below:

- *@nstewart318: Yall cooperating with the government to give our information? Bye bye.*
- *@oneloveundergod_01: Allegedly Apple is working with the government and they are invading your privacy. They are in your phones surveilling you listening to everything you're saying it's time to find a new phone.*
- *@b_can.alakus07: Shame on you*

Based on the analysis of content data 5, the researcher found that most of the positive sentiment comments are talked about the content that was made by @adailycloud. Users give praise and loved about the content because of its creativity by design the cloud to make it alive.

But still, some of the users give a negative sentiment on the comment section that is do a comparing between Apple and Samsung. Some of the users also connected Apple to the government, so it has a negative sentiment among users.

For the findings based on all 5 data contents that the researcher analyzes using sentiment analysis theory, the researcher found that from 500 samples comments and each 100 comments for each content indicated 252 positive, 83 negative, and 162 neutral. Most of the positive sentiments are talking about the praise of contents that has posted by Apple in their Instagram account.

There are also indicates that many users still have satisfied, happy, or even love with Apple's product such as iPhone which is used for taking a photographed several contents. In negative sentiment, users related Apple's company with some several political issues that occurred even in the United States and some of the countries.

They believed that Apple taking part for several major issues that is happening in the world now. Some of the negative sentiments also occur from the users that is related with Apple product, service, or about it systems that is feel disappointed for some users after they use Apple. Further, neutral sentiment occurs in the comment section mostly appear and sent by users to asking about Apple's product.

5. CONCLUSION

In conclusion based on the researcher analysis the data, the researcher found that Apple still has a positive sentiment from Instagram users.

The positive sentiment also gives by users to the content and also an Apple device which is used by Apple's company to produce a digital content on their Instagram's account by giving positive language.

Even some negative sentiment also occurs, the number itself is not bigger rather than the positive sentiment which is also occurred in a form of emoticon symbol that Instagram's users give on the comment section. It is concluded that Apple's company and its products still be liked and loved by public in a broader scope.

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