CARMA

47th ASEAN Summit

ONLINE & SOCIAL MEDIA ANALYSIS

Executive Summary

The 46th and 47th ASEAN Summit were held in Malaysia in 2025, with comparisons drawn from online and social media data.

Coverage and netizen engagement from the 47th edition varied greatly from the 46th Summit with additional guests like US President Donald Trump.

Methodology

The analysis examined tier-1 global and Asian online media and social media activity. Keywords used included ASEAN Summit, Anwar Ibrahim, and Donald Trump.

Social Media: X, Facebook, Forums (Reddit)
Time period: 20–31 October
Event dates: 26–28 October

Online Media Analysis

Media coverage highlighted ASEAN's role in global diplomacy and calls for regional peace.

Oct 23 | A week before the Summit, media coverage centred on the expected attendance of ASEAN leaders and guests such as the United Nations' Secretary-General António Guterres.
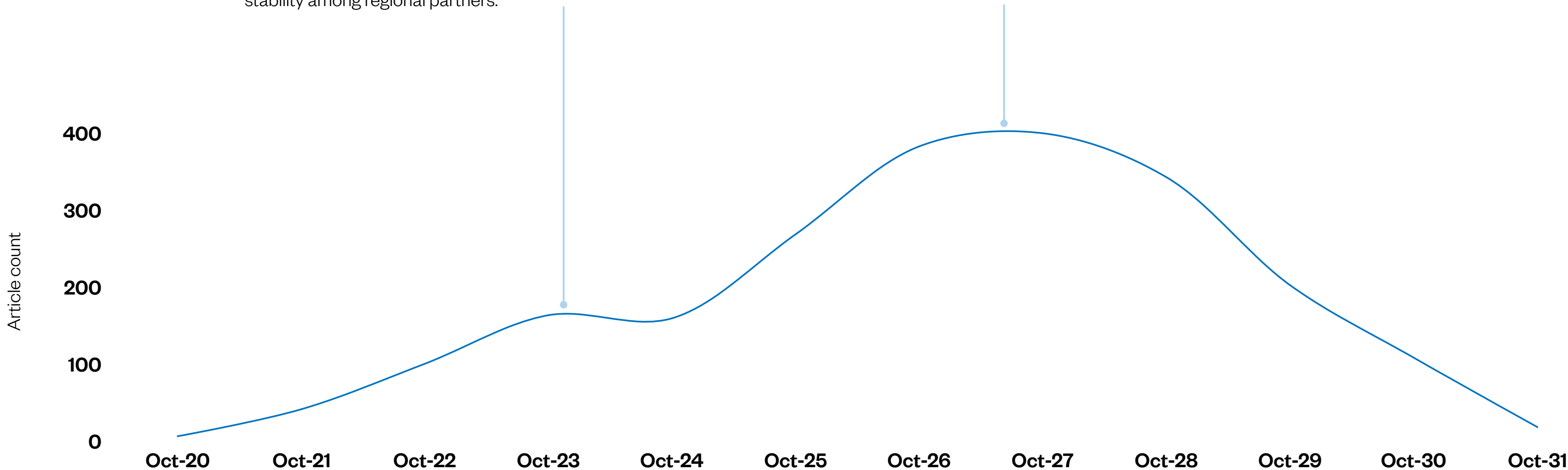
Security and regional peace were the themes of focus.

Articles focused on how the discussions might address situations like the political crisis in Myanmar, and promote cross-border stability among regional partners.

Oct 26 & 27 | During the event, global and regional diplomacy was the key theme of interest for news outlets.

The high-level meetings projected ASEAN as the diplomatic bridge between Asia and the wider world.

Trade, tariffs, and regional market cooperation also drew attention, led by Malaysia's Prime Minister Anwar Ibrahim and US President Donald Trump.
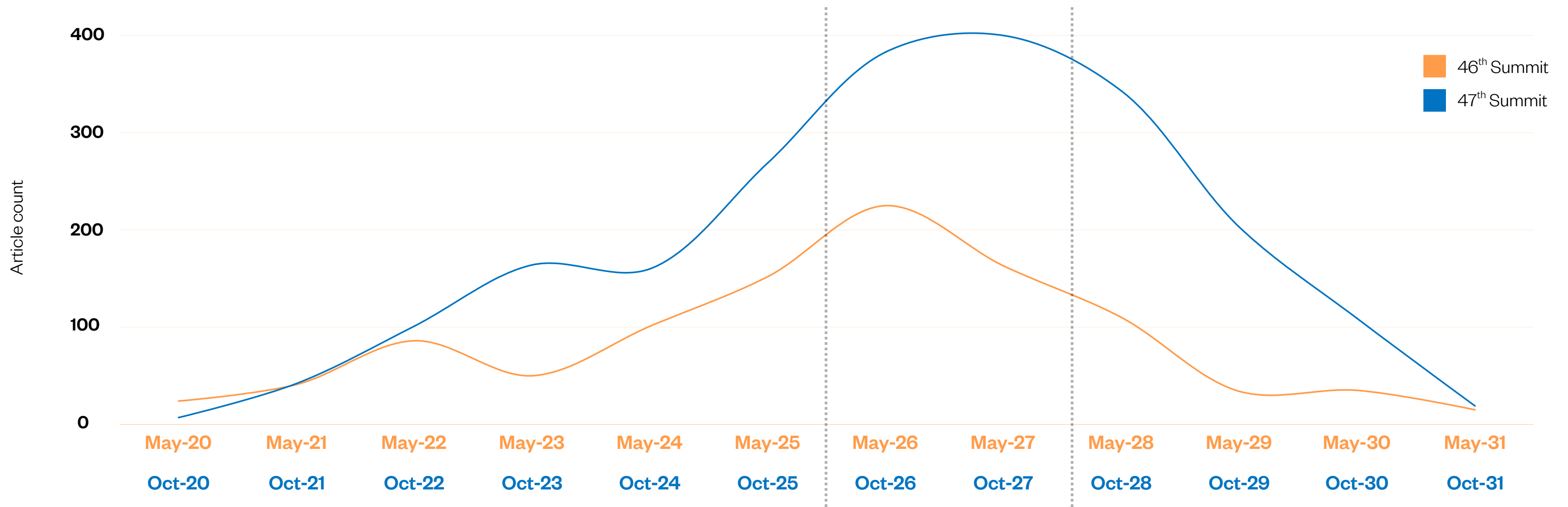
The 46th ASEAN Summit drew limited sustained media attention compared with the 47th.
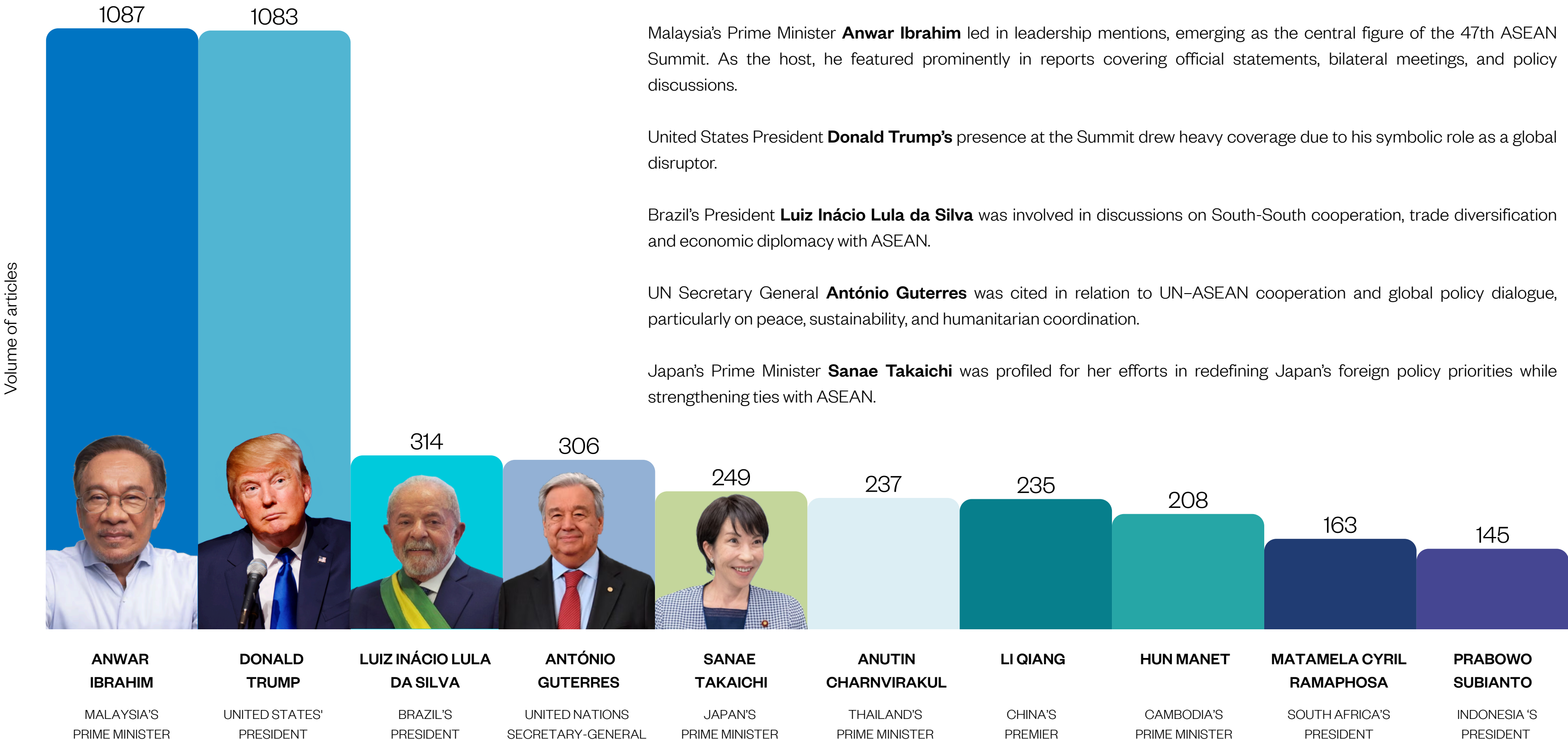
Both Summits in 2025 emphasised global and regional peace, with particular attention to the Middle East conflict and tensions near ASEAN members. Malaysia's Prime Minister Anwar Ibrahim was consistently covered by the media, portraying him and the nation as leaders in spurring productive discussions about these issues.

The two events differed mainly in scale. The 46th Summit gathered ASEAN members and three guests, with coverage focusing on institutional milestones such as the first ASEAN–GCC–China Trilateral Summit.

The 47th Summit hosted more than 15 guests, and media reports centred on the high-profile attendance and renewed calls for global diplomacy.

Article count
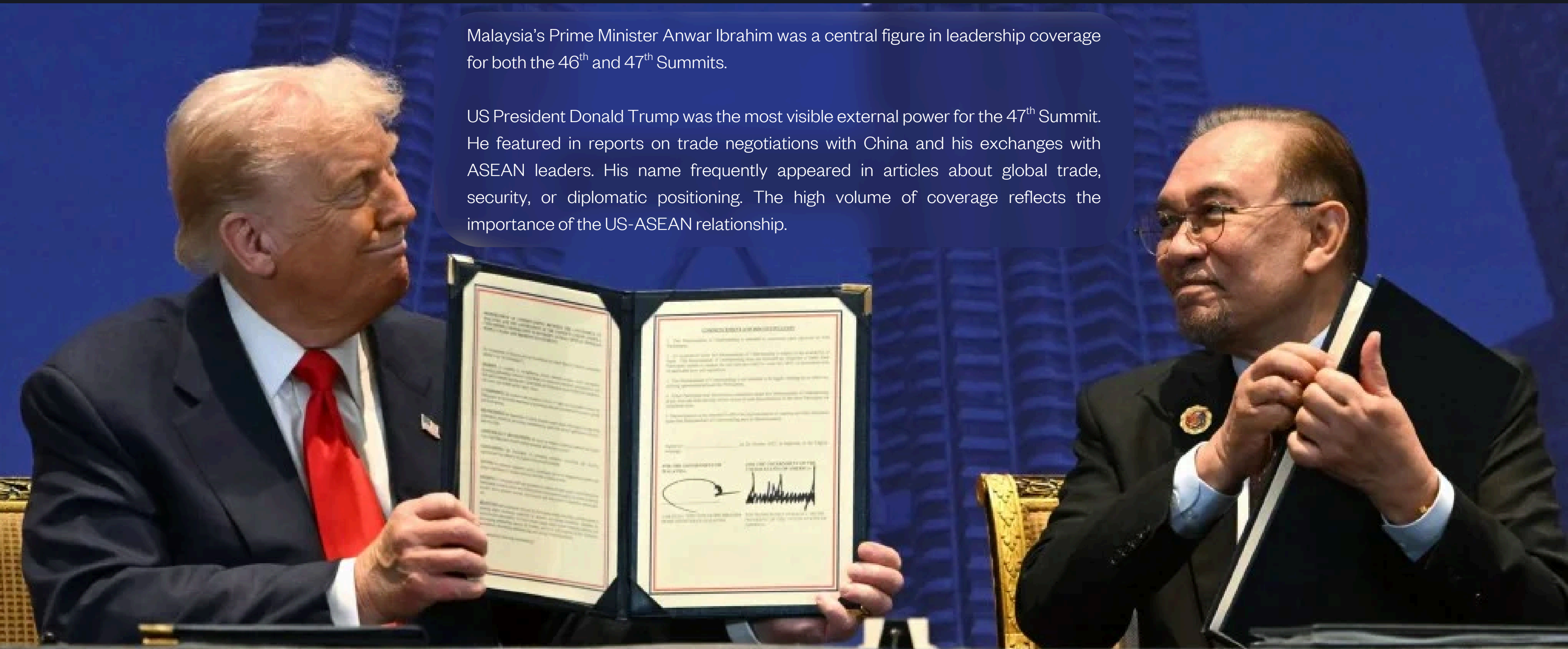
46th Summit
47th Summit

| May-20 | May-21 | May-22 | May-23 | May-24 | May-25 | May-26 | May-27 | May-28 | May-29 | May-30 | May-31 |

| Oct-20 | Oct-21 | Oct-22 | Oct-23 | Oct-24 | Oct-25 | Oct-26 | Oct-27 | Oct-28 | Oct-29 | Oct-30 | Oct-31 |

Nearly half of all 47th Summit coverage featured Anwar and Trump.

Volume of articles

| 1087 | 1083 | 314 | 306 | 249 | 237 | 235 | 208 | 163 | 145 |

ANWAR IBRAHIM
MALAYSIA'S PRIME MINISTER

DONALD TRUMP
UNITED STATES' PRESIDENT

LUIZ INÁCIO LULA DA SILVA
BRAZIL'S PRESIDENT

ANTÓNIO GUTERRES
UNITED NATIONS SECRETARY-GENERAL

SANAE TAKAICHI
JAPAN'S PRIME MINISTER

ANUTIN CHARNVIRAKUL
THAILAND'S PRIME MINISTER

LI QIANG
CHINA'S PREMIER

HUN MANET
CAMBODIA'S PRIME MINISTER

MATAMELA CYRIL RAMAPHOSA
SOUTH AFRICA'S PRESIDENT

PRABOWO SUBIANTO
INDONESIA 'S PRESIDENT

Malaysia's Prime Minister **Anwar Ibrahim** led in leadership mentions, emerging as the central figure of the 47th ASEAN Summit. As the host, he featured prominently in reports covering official statements, bilateral meetings, and policy discussions.

United States President **Donald Trump's** presence at the Summit drew heavy coverage due to his symbolic role as a global disruptor.

Brazil's President **Luiz Inácio Lula da Silva** was involved in discussions on South-South cooperation, trade diversification and economic diplomacy with ASEAN.

UN Secretary General **António Guterres** was cited in relation to UN–ASEAN cooperation and global policy dialogue, particularly on peace, sustainability, and humanitarian coordination.

Japan's Prime Minister **Sanae Takaichi** was profiled for her efforts in redefining Japan's foreign policy priorities while strengthening ties with ASEAN.

Prime Minister Anwar Ibrahim led coverage, with US President Donald Trump close behind by four articles.

Malaysia's Prime Minister Anwar Ibrahim was a central figure in leadership coverage for both the 46th and 47th Summits.
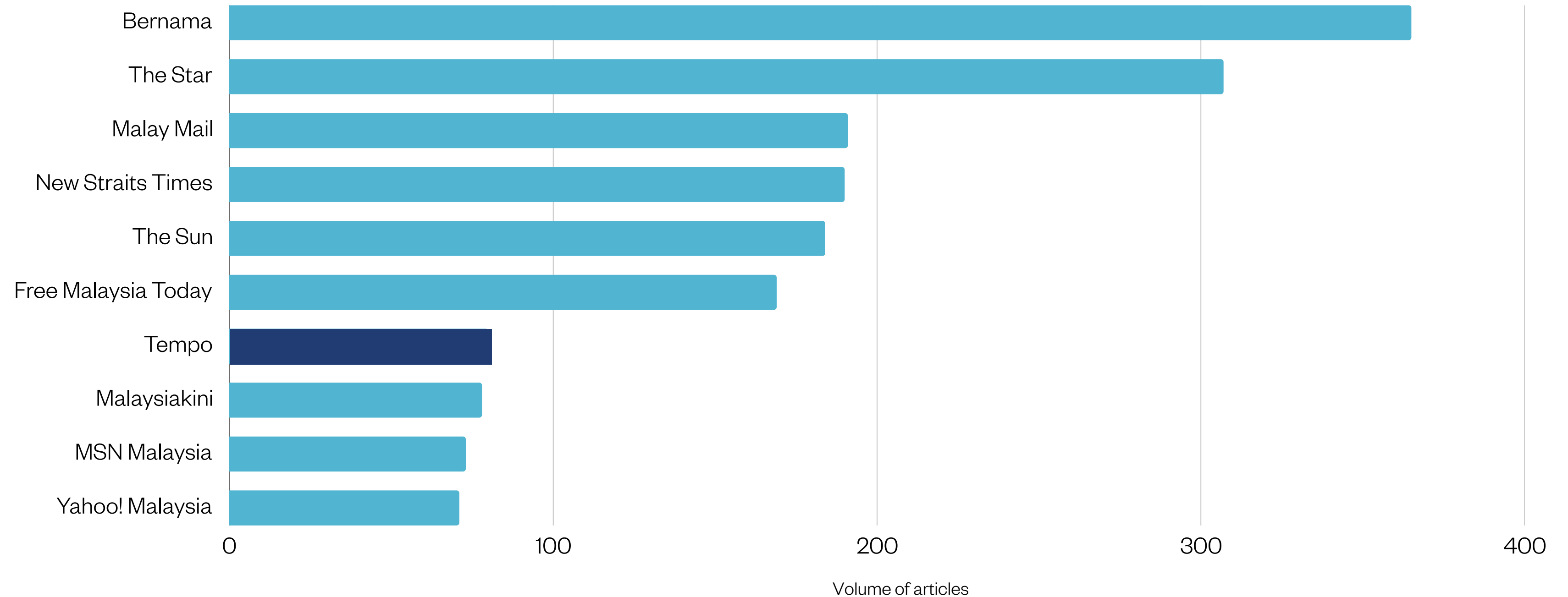
US President Donald Trump was the most visible external power for the 47th Summit. He featured in reports on trade negotiations with China and his exchanges with ASEAN leaders. His name frequently appeared in articles about global trade, security, or diplomatic positioning. The high volume of coverage reflects the importance of the US-ASEAN relationship.

70% of the ASEAN Summit coverage originated from Malaysia.

As with the 46th Summit, Bernama generated the highest volume of coverage for the 47th.

Indonesian news outlet Tempo was the only non-Malaysian outlet among the top ten by article count.

Volume of articles

Social Media Analysis

Social media activity peaked on the second day of the 47th Summit, reaching a level 20 times higher than the 46th Summit.

Oct 26 | US President Donald Trump remained a major focus on social media as users shared posts about his visit to Kuala Lumpur.
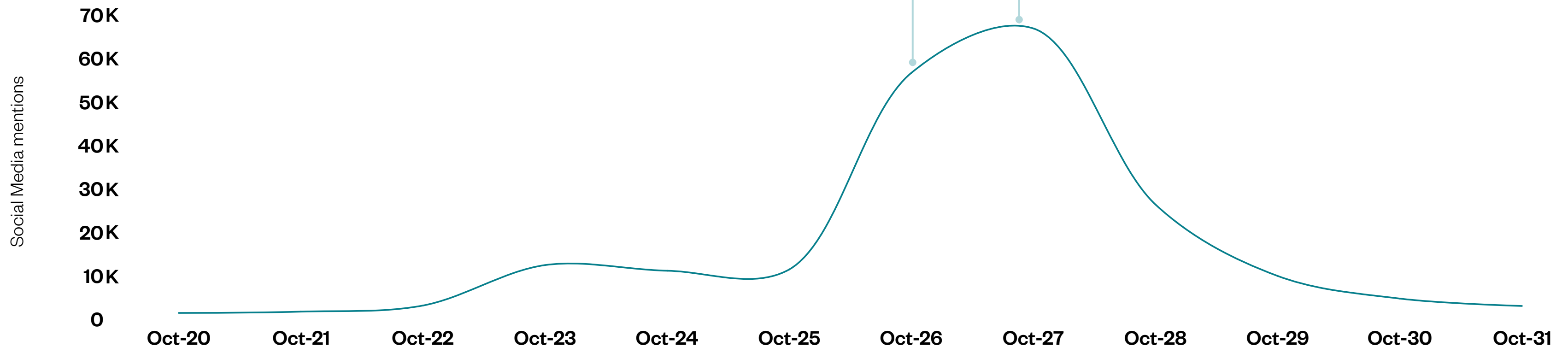
His involvement in economic and strategic diplomacy drew attention, particularly the announcement of a US–Malaysia critical minerals pact and new trade agreements with Cambodia and Thailand.

Among ASEAN leaders, Malaysia's Prime Minister Anwar Ibrahim was widely mentioned for his speeches on Malaysia's guiding role and the relevance of the Malaysia MADANI initiative in shaping ASEAN's shared direction.

Oct 27 | Online discussions centred on Trump's efforts to broker peace between Cambodia and Thailand, secure trade deals and strengthen US–ASEAN relations.

The Summit also featured a meeting between Trump and Brazil's President Luiz Inácio Lula da Silva, where both leaders highlighted the importance of continued cooperation with ASEAN.

Mentions of the West Philippine Sea appeared on a smaller scale, driven mainly by comments from Philippine President Marcos Jr.

Social Media mentions

70K, 60K, 50K, 40K, 30K, 20K, 10K, 0

Oct-20, Oct-21, Oct-22, Oct-23, Oct-24, Oct-25, Oct-26, Oct-27, Oct-28, Oct-29, Oct-30, Oct-31

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In Asia, the top three social media narratives were centred around key Asian leaders from Japan, India and Timor-Leste.

#1

A focus on Japan's first female PM - Sanae Takaichi

#2

India's PM Narendra Modi's virtual attendance of the Summit

#3

Timor-Leste's PM Xanana Gusmão
shed tears of joy as the country joined ASEAN

ドンマイおじさん ✔
@don_mai_don_mai

現地マレーシアの報道 ✨
音楽付きでめっちゃ格好いい🥺

➡️ Japan's First Female Prime Minister Sanae Takaichi Arrives in Malaysia for ASEAN Summit

9:37 am · 26 Oct 2025 · **357.8K** Views

💬 162   🔁 2.5K   ❤️ 19K   🔖 871

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🚨 BIG BREAKING

PM Narendra Modi will NOT meet Donald Trump in Malaysia — he will attend the 47th ASEAN Summit virtually from India instead.

2:12 pm · 23 Oct 2025 · **159.3K** Views

💬 300   🔁 1K   ❤️ 8.9K   🔖 83

Richard Ker ✔
@richardker

He cried because he once fought in the jungle.

Leading a resistance, hunted, hiding and dreaming of a free Timor-Leste.

A few days ago, he walked into the ASEAN Summit in Kuala Lumpur.

Not as a rebel, but as a proud Prime Minister. Here's Xanana Gusmão's inspiring story. 👉

3:03 pm · 28 Oct 2025 · **119.9K** Views

💬 13   🔁 1.1K   ❤️ 3.5K   🔖 325

MOST ENGAGED NARRATIVES BASED ON A COMBINATION OF COMMENTS, LIKES AND RESHARES.

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Malaysia, India and Japan led the social media conversations in Asia.

PHILIPPINES
3%

OTHERS
9%

THAILAND
9%

JAPAN
10&

MALAYSIA
39%

INDIA
30%

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CARMA is a global monitoring and research company.

We help brands analyse earned media intelligence, social listening, and public opinion.

We turn data into strategic insight through a combination of our proprietary technology and expert consulting.

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