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ASEAN Summit 2025 Online & Social Media Analysis BY CARMA





Executive Summary

Malaysian media maintained a positive tone of the Summit, spotlighting key achievements led by Prime Minister Anwar Ibrahim, who emerged as the most mentioned figure in the news and on social media.

However, social media discussions painted a more neutral picture, with significant attention on Philippines President Ferdinand Marcos Jr. whose posts drove the highest engagement.

Methodology

The analysis focused on Malaysian online media and social media activity across ASEAN countries, using selected keywords such as ASEAN Summit, Anwar Ibrahim, and Lawrence Wong.

Social Media: X, Facebook, Reddit, YouTube Time period covered: May 19 - June 1



Media coverage of the Summit focused on historic declarations and ASEAN's evolving geopolitical role.



May 26: Malaysian media outlets covered the start of the ASEAN Summit with leaders from ASEAN, the Gulf Cooperation Council (GCC), and China convening for the inaugural ASEAN-GCC-China Trilateral Summit.

- Prime Minister Anwar Ibrahim held bilateral meetings with leaders including China's Premier, Cambodian PM, and the Kuwait Crown Prince
- The Kuala Lumpur Declaration was signed, laying out the ASEAN
- Timor-Leste's anticipated full ASEAN membership gained strong
- ASEAN's role in resolving the Myanmar crisis was quietly but firmly reasserted, with renewed calls for adherence to the Five-Point



President Marcos Jr.'s domestic political issues spurred social media discussions, making him one of the key spokespeople highlighted throughout the event.



May 26: Users shared updates on the key themes of the Summit: inclusivity, sustainability, and regional cooperation.

For example there were mentions of Malaysia, Singapore, and Vietnam signing a trilateral agreement for electricity export development.

		May 27 :			
		Political news from the Philippines (impeachment and			
		arrest polls) v	vas circulated o	online.	
		Filipinos were	e actively discu	ussing Preside	nt Marcos Jr.'s
	\mathbf{A}	bilateral meetings and comparing them with domestic			
		issues back h	iome.		
/-27	May-28	May-29	May-30	May-31	Jun-01



Malaysian media reported positively on the Summit, while social media conversations remained more neutral.

Sentiments of the ASEAN Summit Online media Social media Online media Others Neutral 15.3% 24.1% Positive 23.6% Negative 4.3% Vietnam 7.2% Negative Neutral 12.4% 64% **Timor-Leste** 7.4% Positive SingaporeIndonesia 80.5% 7.6% 7.6%

Apart from Malaysia, mainstream media wrote about Singapore, Indonesia and Myanmar developments. On social media however, netizens posted more about news and spokespeople in the Philippines.

Articles & mentions of the ASEAN Summit

Social media





Prime Minister Anwar Ibrahim was the most mentioned politician by the media, and overall his social media posts saw the highest level of engagement from users.



Lawrence Wong 55 articles



#3

Lawrence Wong 15.8K





While Prime Minister Anwar Ibrahim had the highest number of social media mentions, the three posts with the most engagement were either created by or related to President Ferdinand Marcos Jr.

Most frequently used words on social media

term airport delegation collaboration joint executive chair work digital based discussed infrastructure forward ministers support level resilient agreed future indonesia COUNCIL singapore shared scheduled world secretary COOperation meeting issues supply brunei deputy centre conjunction asean regional prime chief remains country engagement climate border inclusive relations partners plans youth supplant the supplant of the supplant of the supplant of the supplementation of the supplementa attend economic minister development news advancing point access anwar including lumpurmember political power hosted marks countries meetings efforts address convention meetings efforts address consensus agenda timor leaders trading seri region ferdinand asian key signed urged cambodia global external representatives place media agreement business yang



May at 16:42 . ungo tayong Kuala Lumpur para sa 46th ASEAN Summit para sa isang mas matatag akaisa at makataong Southeast Asia. 🚬 의 Air Base, Pasav City | 25 May 2025



Top 3 engaged posts

nga lider ng ASEAN, dala namin ang pag-asa ng mahigit 600 milyong mamar agkakaisa, mas patas at mas banda sa mga bamon ng papabon, 🦜

and gracious hospitality as we gather here in Kuala Lumpur for the 46th ASEAN Summit and





Among leading Malaysian outlets, Bernama published the highest volume of coverage.





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