

INTISARI

Penelitian ini bertujuan untuk menganalisis sentimen para pengguna media sosial Twitter terhadap hasil pemilihan umum 2024 menggunakan 2245 tweet yang dikumpulkan dengan teknik crawling terhadap lima kata kunci: “hasil pemilu”, “hasil pilpres”, “hasil kpu”, “hasil quickcount”, dan “hasil realcount”. Data diolah melalui dua kondisi pre-processing: dataset I (setelah pre-processing), dan dataset II (sebelum pre-processing). Pelabelan dilakukan menggunakan VADER Lexicon pada dataset I menghasilkan 1143 ulasan positif, 613 ulasan negatif, dan 489 ulasan netral sedangkan pada dataset II menghasilkan 1114 ulasan positif, 771 ulasan negatif, dan 360 ulasan netral. Pengujian menggunakan algoritma Support Vector Machine (SVM) dilakukan dengan tiga skenario rasio data training dan testing yaitu 90:10, 80:20, 70:30 dan dua kernel yaitu kernel linear dan Radial Basic Function/RBF). Hasil tertinggi dataset I diperoleh pada kernel RBF dengan rasio 90:10, di mana dataset I menunjukkan accuracy 75,55%, precision 79,78%, recall 70,71%, dan f-1 score 74,40% dengan parameter Cost = 2, sementara dataset II menunjukkan accuracy 86,22%, precision 86,73%, recall 87,73%, dan f1-score 87,19 % pada kernel linear rasio 90:10 parameter Cost = 5.

Kata kunci: analisis sentimen, Support Vector Machine, Twitter, pemilu 2024, VADER Lexicon

ABSTRACT

This study aims to analyze the sentiment of Twitter social media users towards the results of the 2024 general election using 2245 tweets collected using a crawling technique on five keywords: "election results", "presidential election results", "kpu results", "quickcount results", and "realcount results". The data was processed through two pre-processing conditions: dataset I (after pre-processing), and dataset II (before pre-processing). Labeling was carried out using VADER Lexicon on dataset I resulting in 1143 positive reviews, 613 negative reviews, and 489 neutral reviews while on dataset II resulting in 1114 positive reviews, 771 negative reviews, and 360 neutral reviews. Testing using the Support Vector Machine (SVM) algorithm was carried out with three scenarios of training and testing data ratios, namely 90:10, 80:20, 70:30 and two kernels, namely the linear kernel and Radial Basic Function/RBF). The highest results of dataset I were obtained on the RBF kernel with a ratio of 90:10, where dataset I showed an accuracy of 75.55%, precision of 79.78%, recall of 70.71%, and f-1 score of 74.40% with the parameter Cost = 2, while dataset II showed an accuracy of 86.22%, precision of 86.73%, recall of 87.73%, and f1-score of 87.19% on the linear kernel ratio of 90:10 with the parameter Cost = 5.

Keywords: sentiment analysis, Support Vector Machine, Twitter, 2024 general election, VADER Lexicon