

ABSTRAK

Analisis sentimen komentar media sosial menjadi salah satu pendekatan untuk memahami respons publik terhadap kebijakan pemerintah. Program Makan Bergizi Gratis (MBG) sebagai kebijakan nasional menimbulkan beragam opini masyarakat yang terekam dalam komentar pada platform TikTok. Penelitian ini bertujuan untuk mengevaluasi performa algoritma *Logistic Regression* dalam mengklasifikasikan sentimen komentar pengguna TikTok terhadap Program Makan Bergizi Gratis (MBG). Data penelitian diperoleh melalui teknik *web scraping* menggunakan platform Apify pada bulan November 2025 dan menghasilkan 5.196 komentar mentah. Data kemudian melalui tahapan prapemrosesan teks, pelabelan sentimen ke dalam tiga kelas (positif, negatif, dan netral), pembobotan fitur menggunakan TF-IDF, serta pembagian data latih dan data uji. Evaluasi model dilakukan menggunakan *confusion matrix* dengan metrik *accuracy*, *precision*, *recall*, dan *F1-score*, serta validasi menggunakan *Stratified K-Fold Cross Validation* ($k=5$). Hasil penelitian menunjukkan bahwa rata-rata *accuracy* validasi sebesar 0,6530 dengan standar deviasi 0,0221 yang mengindikasikan performa model cukup stabil. Pada data uji, model memperoleh *accuracy* sebesar 0,70. Performa terbaik ditunjukkan pada kelas negatif dengan *recall* sebesar 0,86 dan pada kelas positif dengan *F1-score* sebesar 0,73. Sebaliknya, kelas netral memiliki *recall* terendah sebesar 0,25 yang menunjukkan model masih mengalami kesulitan dalam mengenali sentimen netral. Secara keseluruhan, *Logistic Regression* menunjukkan performa yang cukup baik dalam klasifikasi sentimen komentar TikTok terkait MBG, meskipun masih terdapat keterbatasan dalam membedakan kelas netral.

Kata kunci: analisis sentimen, *Logistic Regression*, TikTok, Program Makan Bergizi Gratis, *confusion matrix*

ABSTRACT

Sentiment analysis of social media comments has become an important approach to understanding public responses to government policies. The Free Nutritious Meal Program (MBG) as a national policy has generated diverse public opinions reflected in comments on the TikTok platform. This study aims to evaluate the performance of the Logistic Regression algorithm in classifying sentiment in TikTok user comments related to the Free Nutritious Meal Program (MBG). The data were collected through a web scraping technique using the Apify platform in November 2025, resulting in 5,196 raw comments. The dataset then underwent text preprocessing, sentiment labeling into three classes (positive, negative, and neutral), feature weighting using TF-IDF, and data splitting into training and testing sets. Model evaluation was conducted using a confusion matrix with accuracy, precision, recall, and F1-score metrics, as well as validation using Stratified K-Fold Cross Validation ($k=5$). The results show that the average validation accuracy was 0.6530 with a standard deviation of 0.0221, indicating relatively stable model performance. On the test data, the model achieved an accuracy of 0.70. The best performance was observed in the negative class with a recall of 0.86 and in the positive class with an F1-score of 0.73. In contrast, the neutral class had the lowest recall of 0.25, indicating that the model still faces challenges in correctly identifying neutral sentiments. Overall, Logistic Regression demonstrates reasonably good performance in classifying sentiment in TikTok comments related to MBG, although limitations remain in distinguishing the neutral class.

Keywords: sentiment analysis, Logistic Regression, TikTok, Free Nutritious Meal Program, confusion matrix