ANALISIS SENTIMEN TERHADAP ANIES BASWEDAN MENGGUNAKAN METODE SUPPORT VECTOR MACHINE STUDI KASUS MEDIA SOSIAL TWITTER

ABSTRAK

Anies Baswedan menjadi salah satu bakal calon presiden yang digulirkan media massa menjelang digelarnya Pemilihan Presiden 2024-2029 mendatang mulai menjadi topik pemberitaan media massa di Indonesia. Salah satu media sosial yang sering dipakai oleh publik yaitu Twitter. Banyaknya pengguna media sosial di Indonesia membuat media sosial terutama Twitter dapat digunakan secara efektif untuk melihat bagaimana pendapat dari masyarakat. Dari berbagai opini dan pendapat di twitter dibutuhkan sebuah teknik untuk membagi opini ke dalam kelas opini negatif, netral atau positif. Pada penelitian ini, digunakan Support Vector Machine Multiclass untuk proses klasifikasi dengan menggunakan metode One Against Rest dan Oversampling untuk mengatasi ketidakseimbangan kelas. Hasil dari penelitian ini mendapatkan kesimpulan bahwa masyarakat cenderung memiliki sentimen negatif terhadap Anies Baswedan. Hasil dari pengujian klasifikasi Support Vector Machine tanpa proses balancing data didapatkan nilai Accuracy sebesar 77%, Precission 76% dan Recall 72%, setelah proses balancing data didapatkan nilai Accuracy sebesar 97%, Precission 83% dan Recall 94%.

Kata Kunci: Analisis sentimen, Twitter, *SVM, Oversampling, One Against Rest.*

SENTIMENT ANALYSIS OF ANIES BASWEDAN USING THE SUPPORT VECTOR MACHINE METHOD CASE STUDY OF TWITTER SOCIAL MEDIA

ABSTRACT

Anies Baswedan is one of the presidential candidates being rolled out by the mass media ahead of the upcoming 2024-2029 Presidential Election, starting to become the topic of mass media coverage in Indonesia. One of the social media that is often used by the public is Twitter. The large number of social media users in Indonesia means that social media, especially Twitter, can be used effectively to see what the public thinks. From the various opinions and opinions on Twitter, a technique is needed to divide opinions into negative, neutral or positive opinion classes. In this study, a Multiclass Support Vector Machine is used for the classification process using the One Against Rest and Oversampling method to overcome class imbalance. The results of this study conclude that people tend to have negative sentiments towards Anies Baswedan. The results of the Support Vector Machine classification test without the data balancing process obtained Accuracy values of 77%, Precision 76% and Recall 72%, after the data balancing process obtained Accuracy values of 97%, Precision 83% and Recall 94%.

Keywords*: Sentiment analysis, Twitter, SVM, Oversampling, One Against Rest.*