

ABSTRAK

ANALISIS SENTIMEN TERHADAP PILPRES 2024 DI TWITTER MENGUNAKAN METODE *NAÏVE BAYES*

Adiyatma Feryanto¹, Lutfi Ali Muharom² Bagus Setya Rintyarna³

Program Studi Teknik Informatika, Fakultas Teknik

Universitas Muhammadiyah Jember

Email: ¹ adiyatmaferyanto@gmail.com, ²lutfi.muharom@unmuhjember.ac.id,

³bagus.setya@unmuhjember.ac.id

Sistem pemerintahan memegang peranan krusial dalam mengatur kekuasaan negara dan pengambilan keputusan yang melibatkan kepentingan publik. Demokrasi, sebagai bentuk sistem pemerintahan yang umum, memberikan hak partisipasi kepada warga negara melalui pemilihan umum dan kebebasan berekspresi. Penelitian ini mengeksplorasi peran sentimen masyarakat terhadap Pilpres 2024 di Indonesia, dengan fokus pada penggunaan metode *Naïve Bayes* dan pembobotan kata *TF-IDF* dalam analisis sentimen terhadap tweet di platform media sosial, Twitter. Hasil penelitian menunjukkan bahwa sentimen masyarakat terhadap Pilpres 2024 cenderung positif. Model klasifikasi menggunakan metode *Naïve Bayes* dengan pembobotan kata *TF-IDF* pada rasio pembagian data 80:20 menghasilkan akurasi sebesar 77%, presisi, dan *recall* 88%, 80%. Sedangkan, pada rasio pembagian data 50:50 menghasilkan performa terbaik yaitu akurasi sebesar 80%, presisi sebesar 87% dan *recall* sebesar 87%. Dan pada rasio pembagian data 30:70 menghasilkan akurasi sebesar 80%, presisi sebesar 83%, dan *recall* sebesar 93%.

Kata kunci: *pilpres 2024, naïve bayes, TF-IDF.*

ABSTRACT

2024 PRESIDENTIAL ELECTION ON TWITTER SENTIMENT ANALYSIS USING THE NAÏVE BAYES METHOD

Adiyatma Feryanto¹, Lutfi Ali Muharom² Bagus Setya Rintyarna³

*Informatics Engineering Study Program, Faculty Engineering
Muhammadiyah University of Jember*

Email: ¹ adiyatmaferyanto@gmail.com, ²lutfi.muharom@unmuhjember.ac.id,
³bagus.setya@unmuhjember.ac.id

The governance system plays a crucial role in regulating state power and decision-making involving public interests. Democracy, as a common form of governance, grants citizens the right to participate through general elections and freedom of expression. This research explores the role of public sentiment towards the 2024 Presidential Election in Indonesia, focusing on the use of the Naïve Bayes method and TF-IDF word weighting in sentiment analysis of tweets on the social media platform, Twitter. The research findings indicate a generally positive sentiment among the public towards the 2024 Presidential Election. The classification model using the Naïve Bayes method with TF-IDF word weighting on an 80:20 data split ratio resulted in an accuracy of 77%, precision, and recall of 88% and 80%, respectively. Meanwhile, a 50:50 data split ratio yielded an excellent performance namely accuracy of 80%, precision of 87%, and recall of 87%. Lastly, a 30:70 data split ratio produced an accuracy of 80%, precision of 83%, and recall of 93%.

Keywords: *2024 presidential election, naïve bayes, TF-IDF*