ANALISIS SENTIMEN PEMILU 2024 DI MEDIA SOSIAL X DENGAN ALGORITMA *MULTINOMIAL NAÏVE BAYES*

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ABSTRAK

Pemilu 2024 merupakan peristiwa politik yang mendapat banyak perhatian di media sosial, termasuk platform X. Opini publik yang tersebar melalui komentar di media sosial dapat dianalisis untuk memahami sentimen masyarakat terhadap pemilu. Penelitian ini bertujuan untuk melakukan analisis sentimen terhadap komentar pengguna di media sosial X terkait Pemilu 2024 dengan menggunakan algoritma Multinomial Naïve Bayes. Data yang digunakan sebanyak 780 komentar yang dikumpulkan melalui teknik scraping, kemudian diproses melalui tahapan preprocessing seperti cleaning, case folding, stopword removal, stemming, dan tokenizing. Selanjutnya, fitur teks dikonversi menjadi representasi numerik menggunakan metode TF-IDF sebelum diklasifikasikan ke dalam tiga kategori sentimen: positif, negatif, dan netral. Pengujian dilakukan dengan membandingkan berbagai proporsi data latih dan uji untuk mengevaluasi performa model. Hasil penelitian menunjukkan bahwa model terbaik diperoleh dengan proporsi 90% data latih dan 10% data uji, menghasilkan akurasi sebesar 89,21%, dengan nilai precision, recall, dan F1-score yang seimbang. Temuan ini menunjukkan bahwa metode Multinomial Naïve Bayes efektif dalam analisis sentimen komentar terkait Pemilu 2024 di media sosial X.

Kata Kunci: *Analisis Sentimen, Multinomial Naïve Bayes, TF-IDF, Pemilu 2024, Media Sosial.*

SENTIMENT ANALYSIS OF 2024 ELECTION ON SOCIAL MEDIA X USING THE NAÏVE BAYES MULTINOMIAL

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ABSTRACT

The 2024 election is a political event that has received a lot of attention on social media, including platform X. Public opinion spread through comments on social media can be analyzed to understand public sentiment towards the election. This research aims to conduct sentiment analysis of user comments on social media X regarding the 2024 Election using the Multinomial Naïve Bayes algorithm. The data used was 780 comments collected through scraping techniques, then processed through preprocessing stages such as cleaning, casefolding, stopword removal, stemming, and tokenizing. Next, the text conversion feature into a numerical representation uses the TF-IDF method before being classified into three sentiment categories: positive, negative, and neutral. Testing is carried out by comparing various proportions of training and test data to demonstrate model performance. The research results showed that the best model was obtained with a proportion of 90% training data and 10% test data, resulting in an accuracy of 89.21%, with balanced precision, recall and F1-score values. These findings indicate that the Multinomial Naïve Bayes method is effective in analyzing opinion sentiment regarding the 2024 Election on social media X.

Keywords*: Sentiment Analysis, Multinomial Naïve Bayes, TF-IDF, 2024 Election, Social Media.*