

ABSTRAK

Ismail Akbar Rosiqin. 2026. Analisis Sentimen Publik Terhadap Program Mbg Sebelum Dan Setelah Implementasi Di Media Sosial X Dan Tiktok Menggunakan SVM.

Pembimbing: (1) Deni Arifianto, M.Kom; (2) Dr. Reni Umilasari, S.Pd, M.Si

Program Makan Bergizi Gratis (MBG) merupakan kebijakan pemerintah Indonesia untuk menanggulangi stunting melalui penyediaan asupan gizi. Sebagai kebijakan nasional, program ini memunculkan beragam respons publik yang banyak disampaikan melalui media sosial. Penelitian ini bertujuan menganalisis perubahan sentimen publik terhadap Program MBG sebelum dan setelah implementasi berdasarkan data dari media sosial X dan TikTok, serta mengevaluasi kinerja metode *Support Vector Machine* (SVM). Data diperoleh melalui proses *scraping* menggunakan tagar #MakanSiangGratis, #MakanBergiziGratis, dan #MBG dengan total 4.000 data sebelum dan setelah implementasi pada masing-masing platform. Tahapan penelitian meliputi pelabelan sentimen, *preprocessing* teks, pembobotan TF-IDF, serta klasifikasi sentimen menggunakan algoritma SVM dengan evaluasi *K-Fold Cross Validation*. Hasil penelitian menunjukkan adanya perbedaan pola sentimen publik sebelum dan setelah implementasi Program MBG. Pada *Platform X*, sentimen negatif meningkat setelah implementasi, sedangkan sentimen positif menurun. Sementara itu, pada *Platform* TikTok, sentimen positif tetap mendominasi meskipun sentimen netral dan negatif mengalami peningkatan. Algoritma SVM menunjukkan kinerja yang baik dan stabil dengan tingkat akurasi yang tinggi. Temuan penelitian ini diharapkan dapat menambah wawasan dan referensi akademik terkait analisis sentimen kebijakan publik di media sosial.

Kata kunci: Analisis Sentimen, MBG, *Platform* TikTok, *Platform X*, *Support Vector Machine*.

ABSTRACT

Ismail Akbar Rosiqin. 2026. Public Sentiment Analysis of the Free Nutritious Meal Program Before and After Implementation on X and TikTok Using SVM.

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The Free Nutritious Meal Program (MBG) is a public policy in Indonesia aimed at addressing stunting through the provision of nutritional intake. As a national policy, this program has generated diverse public responses that are widely expressed on social media. This study aims to analyze changes in public sentiment toward the MBG program before and after its implementation based on data from the X and TikTok social media platforms, as well as to evaluate the performance of the Support Vector Machine (SVM) method in sentiment classification. The data were collected through a scraping process using the hashtags #MakanSiangGratis, #MakanBergiziGratis, and #MBG, with a total of 4,000 data points collected before and after implementation on each platform. The research stages include sentiment labeling, text preprocessing, TF-IDF weighting, and sentiment classification using the SVM algorithm with K-Fold Cross Validation for evaluation. The results indicate significant differences in public sentiment patterns before and after the implementation of the MBG program. On the X platform, negative sentiment increased after implementation, while positive sentiment decreased. Meanwhile, on TikTok, positive sentiment remained dominant despite increases in neutral and negative sentiments. The SVM algorithm demonstrated good and stable performance with a high level of accuracy. These findings are expected to contribute to academic insights and references related to sentiment analysis of public policies on social media.

Keywords: *Sentiment Analysis, MBG, TikTok Platform, X Platform, Support Vector Machine.*