

ABSTRAK

Fitrianavrisha, Aulivia Gustiniar. 2026. Analisis Sentimen Program Magang Generasi Bertalenta Badan Usaha Milik Negara (Magenta BUMN) Di Media Sosial X Menggunakan Word2Vec skip-gram dan *Support Vector Machine*. Tugas Akhir. Program Sarjana. Program Studi Teknik Informatika. Universitas Muhammadiyah Jember.

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Program Magang Magenta BUMN merupakan salah satu program pengembangan sumber daya manusia yang mendapat perhatian besar dari publik di media sosial X. Penelitian ini bertujuan menganalisis sentimen publik terhadap program tersebut menggunakan kombinasi Word2Vec arsitektur skip-gram dan *Support Vector Machine* (SVM) kernel Linear. Data penelitian terdiri atas 664 *tweet* berbahasa Indonesia yang dikumpulkan pada periode Januari 2023 hingga November 2025. Data diproses melalui enam tahap *preprocessing*, yaitu *case folding*, *cleansing*, normalisasi, tokenisasi, *stopword removal*, dan *stemming*. Pengujian dilakukan pada 18 kombinasi parameter yang mencakup variasi rasio *data split*, *vector_size*, dan *window size*. Hasil terbaik diperoleh pada *split* 80:20 dengan *vector_size* = 300 dan *window* = 7 yang menghasilkan akurasi 80,45%, presisi 78,46%, *recall* 80,95%, dan *F1-score* 79,69%. Nilai rata-rata *cosine similarity* sebesar 0,8991 menunjukkan bahwa model mampu menangkap hubungan kontekstual antar kata dalam domain Magenta BUMN. Analisis sentimen menunjukkan bahwa sentimen positif didominasi oleh aspek pengembangan karir dan kompensasi finansial, sedangkan sentimen negatif didominasi oleh isu transparansi seleksi dan permasalahan teknis platform.

Kata Kunci: Analisis Sentimen, Magenta BUMN, Media Sosial X, Word2Vec skip-gram, *Support Vector Machine*

ABSTRACT

Fitrianavrisha, Aulivia Gustiniar. 2026. Sentiment Analysis of the Generasi Bertalenta Badan Usaha Milik Negara Internship Program (Magenta BUMN) on Social Media X Using Word2Vec skip-gram and Support Vector Machine. Final Project. Undergraduate Program. Informatics Engineering. Universitas Muhammadiyah Jember.

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The Magenta BUMN Internship Program is one of the human resource development programs that has received significant public attention on the social media platform X. This study aims to analyze public sentiment toward the program using a combination of the Word2Vec skip-gram architecture and a Linear kernel Support Vector Machine (SVM). The dataset consists of 664 Indonesian-language tweets collected from January 2023 to November 2025. The data were processed through six preprocessing stages, namely case folding, cleansing, normalization, tokenization, stopword removal, and stemming. Experiments were conducted using 18 parameter combinations involving variations in data split ratios, vector_size, and window size. The best performance was achieved using an 80:20 train-test split with vector_size = 300 and window = 7, resulting in an accuracy of 80.45%, precision of 78.46%, recall of 80.95%, and an F1-score of 79.69%. The average cosine similarity of 0.8991 indicates that the model is capable of capturing contextual relationships between words within the Magenta BUMN domain. Sentiment analysis results show that positive sentiments are dominated by career development and financial compensation aspects, while negative sentiments are mainly related to transparency issues in the selection process and technical problems in the platform.

Keywords: Sentiment Analysis, Magenta BUMN, Social Media X, Word2Vec skip-gram, Support Vector Machine