ABSTRAK

Dibuat oleh

Sandi Iswandi

Pemilihan umum adalah inti dari proses demokrasi dalam suatu negara, dimana masyarakat memiliki kesempatan untuk memilih pemimpin mereka. Dalam era digital saat ini, media sosial telah menjadi platform penting yang memengaruhi opini publik dan interaksi politik. Analisis sentimen, terutama menggunakan algoritma *SVM*, telah digunakan secara luas untuk mengolah dan menganalisis data dari media sosial terkait pemilihan umum. Dalam hal ini bagaimana mengimplementasikan algoritma *SVM* dalam pengklasifikasian analisis sentimen terhadap elektabilitas bakal calon presiden Indonesia 2024, bagaimanakah akurasi algoritma *SVM* dalam pengklasifikasian analisis sentimen terhadap elektabilitas bakal calon presiden Indonesia 2024 serta bagaimanakah hasil analisis sentimen terhadap elektabilitas bakal calon presiden Indonesia 2024. Proses penelitian ini dapat diarahkan oleh metodologi *Cross-Industry Standard Process for Data Mining* (CRISP-DM), pengujian yang dilakukan dengan menggunakan data test dan data traning, dari hasil pengujian nilai algoritma *SVM* diambil nilai akurasi tertinggi dari data setiap bakal calon presiden yaitu 63%, 75%, 82% diman rata-rata hasil akurasi pemodelan dari data anies baswedan yaitu 60,6%, data ganjar pranowo yaitu 70,3% dan data prabowo subianto yaitu 78,6%.

Kata kunci : pemilihan umum, media sosial, analisis sentimen, svm, crisp-dm

ABSTRACK

By

Sandi Iswandi

General elections are the core of the democratic process in a country, where people have the opportunity to choose their leaders. In today's digital era, social media has become an important platform that influences public opinion and political interactions. Sentiment analysis, especially using the SVM algorithm, has been widely used to process and analyze data from social media related to general elections. In this case, how to implement the SVM algorithm in classifying sentiment analysis on the electability of the 2024 Indonesian presidential candidates, what is the accuracy of the SVM algorithm in classifying sentiment analysis on the electability of the 2024 Indonesian presidential candidates and what are the results of sentiment analysis on the electability of the 2024 Indonesian presidential candidates. The process of this research can be directed by the Cross-Industry Standard Process for Data Mining (CRISP-DM) methodology, testing is carried out using test data and training data, from the results of testing the SVM algorithm values, the highest accuracy value is taken from the data for each presidential candidate, namely 63%, 75 %, 82% where the average modeling accuracy results from Anies Baswedan data is 60.6%, Ganjar Pranowo data is 70.3% and Prabowo Subianto data is 78.6%.

Keywords: general election, social media, sentiment analysis, svm, crisp-dm