ABSTRAK

ANALISIS SENTIMEN TERHADAP PROGRAM KAMPUS MERDEKA DI TWITTER MENGGUNAKAN ALGORITMA SUPPORT VECTOR MACHINE

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Kampus merdeka merupakan salah satu program yang diusung kemendikbudristek guna memberikan pengalaman langsung kepada mahasiswa tentang dunia kerja. Program ini dimulai dari tahun 2020 dan berjalan sampai sekarang. Berbagai komentar di media sosial sangat beragaram tentang berjalannya program kampus merdeka ini, khususnya di twitter. Untuk mengetahui bagaimana sentimen masyarakat terhadap program kampus merdeka ini diperlukan analisis sentimen. Dalam hal ini, analisis sentimen digunakan untuk mengklasifikasi *tweet* pada Twitter terhadap program kampus merdeka untuk menentukan apakah *tweet* tersebut bersifat positif, negatif, atau netral. Model sentimen analisis dibuat dengan membandingkan antara metode TF-IDF dan Fasttext. Selanjutnya model tersebut akan diklasifikasikan menggunakan algoritma *Support Vector Machine*. Hasil yang didapat yaitu Fasttext unggul terhadap TF-IDF dengan akurasi sebesar 73% dibandingkan dengan TF-IDF sebesar 72%. Didapatkan juga nilai presisi sebesar 81%, recall 72%, dan F1-Score 76 %. Model kemudian diujikan untuk menguji sentimen pada 3 program kampus merdeka selama tahun 2021-2023 dengan hasil didominasi positif, hal ini membuktikan bahwa program kampus merdeka berhasil pada penerapaanya

Kata Kunci: *Analisis Sentimen, Fasttext, Kampus Merdeka, Support Vector Machine, Tf-Idf, Twitter.*

ABSTRACT

SENTIMENT ANALYSIS OF THE MERDEKA CAMPUS PROGRAM ON TWITTER USING THE SUPPORT VECTOR MACHINE ALGORITHM

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Kampus merdeka is one of the programs promoted by the Ministry of Education and Culture to provide students with direct experience of the world of work. This program started in 2020 and runs until now. Various comments on social media are very diverse about the progress of this kampus merdeka program, especially on Twitter. To find out how public sentiment is towards the independent campus program, sentiment analysis is needed. In this case, sentiment analysis is used to classify tweets on Twitter regarding the independent campus program to determine whether the tweets are positive, negative or neutral. The sentiment analysis model was created by comparing the TF-IDF and Fasttext methods. Next, the model will be classified using the Support Vector Machine algorithm. The results obtained are that Fasttext is superior to TF-IDF with an accuracy of 73% compared to TF-IDF of 72%. Also obtained were precision values of 81%, recall of 72%, and F1-Score of 76%. The model was then tested to test sentiment on 3 kampus merdeka programs during 2021-2023 with predominantly positive results, this proves that the independent campus program was successful in its implementation.

Keyword: *Kampus Merdeka, Fasttext, Sentiment Analysis, Support Vector Machine, Tf-Idf, Twitter.*