

ABSTRAK

Pemilihan presiden pada tahun 2024 disambut antusias oleh masyarakat Indonesia. Beberapa kandidat calon presiden diantaranya adalah Anies Baswedan, Prabowo Subianto, dan Ganjar Pranowo. Banyaknya pengguna media sosial di Indonesia ini, banyak masyarakat yang memberikan tanggapannya melalui komentar di media sosial. Salah satunya kepada Ganjar Pranowo yang mengajukan diri menjadi calon presiden Indonesia. Terdapat komentar positif dan negatif yang ditunjukkan kepada Calon Presiden Ganjar Pranowo melalui media sosial. Oleh karena itu, penelitian ini bertujuan untuk mengetahui analisis sentimen terhadap tanggapan masyarakat kepada Ganjar Pranowo sebagai calon presiden 2024 melalui komentar media sosial. Data komentar diperoleh melalui media sosial Instagram sebanyak 6.000 komentar. Data akan melewati berbagai proses yaitu *preprocessing*, pelabelan, pembobotan kata menggunakan TF-IDF, *balancing* data menggunakan SMOTE, seleksi fitur *Information Gain*, dan metode klasifikasi menggunakan *Modified K-Nearest Neighbor*. Menggunakan variasi nilai *k-fold*, nilai K sebagai tetangga terdekat, dan nilai *threshold* dalam seleksi fitur *information gain*. Hasil akurasi tertinggi tanpa menggunakan seleksi fitur *information gain* sebesar 93,76%, sedangkan hasil akurasi dengan seleksi fitur *information gain* sebesar 89,58%. Seleksi fitur *Information Gain* tidak terlalu berpengaruh dalam peningkatan akurasi analisis sentimen komentar media sosial terhadap Ganjar Pranowo sebagai calon presiden 2024.

Kata kunci: Komentar, Media sosial, Ganjar Pranowo, *Information Gain*, *Modified K-Nearest Neighbors*

ABSTRACT

The presidential election in 2024 was greeted with enthusiasm by the Indonesian society. Some of the presidential candidate nominees are Anies Baswedan, Prabowo Subianto, and Ganjar Pranowo. With the significant number of social media users in Indonesia, many people express their opinions through comments on social media. One of them is directed towards Ganjar Pranowo, who put himself forward as a candidate for the Indonesian presidency. There are both positive and negative comments directed towards Presidential Candidate Ganjar Pranowo through social media. Therefore, this research aims to analyze the sentiment towards the public response to Ganjar Pranowo as a presidential candidate in 2024 through social media comments. Comment data were obtained through Instagram social media with a total of 6,000 comments. The data will go through various processes including preprocessing, labeling, word weighting using TF-IDF, data balancing using SMOTE, feature selection using Information Gain, and classification method using Modified K-Nearest Neighbor. Using variations in the value of k-fold, the value of K as the nearest neighbor, and the threshold value in Information Gain feature selection. The highest accuracy result without using Information Gain feature selection is 93,76%, while the accuracy result with Information Gain feature selection is 89,58%. Information Gain feature selection does not significantly affect the accuracy improvement of sentiment analysis on social media comments towards Ganjar Pranowo as a presidential candidate in 2024.

Keywords: Comments, Social media, Ganjar Pranowo, Information Gain, Modified K-Nearest Neighbors