

ABSTRACT

The 2024 Indonesian Presidential Election gave rise to a multitude of public opinions, articulated through comments on social media platforms such as YouTube. The transition in leadership evoked a range of responses. The objective of this study is to analyse the evolution of public sentiment in the period preceding and following the 2024 Presidential Election, as reflected in comments on YouTube videos. The methodology employed is that of the Naïve Bayes Classifier, with the SMOTE technique used to address the issue of data imbalance. The data was collected from video comments made before and after the 2024 Presidential Election. Subsequently, text preprocessing and manual labelling were performed. The findings revealed that negative sentiment was the predominant sentiment both before and after the election, although there was an increase in the percentage of negative sentiment after the election, indicating a shift in public opinion. The Naïve Bayes model demonstrated an accuracy of 75.82% in predicting sentiment from YouTube comments prior to the presidential election and 77% in the post-election period. However, it was more effective in identifying negative sentiment. The limitations of this study include the relatively limited data set and the focus on a single social media platform. Consequently, future research is recommended to employ more diverse data sets and more sophisticated machine learning techniques.

Keywords: Sentiment Analysis, Naïve Bayes Classifier, Machine Learning, Presidential Election 2024, YouTube

ABSTRAK

Pemilihan Presiden RI 2024 memicu berbagai opini publik yang diekspresikan melalui komentar di platform media sosial seperti YouTube, di mana perubahan kepemimpinan menimbulkan beragam reaksi. Penelitian ini bertujuan untuk menganalisis perubahan sentimen publik sebelum dan sesudah Pilpres 2024 melalui komentar pada video YouTube. Metode yang digunakan adalah Naive Bayes Classifier, dengan teknik SMOTE untuk menangani ketidakseimbangan data. Data dikumpulkan dari komentar video sebelum dan sesudah Pilpres 2024, kemudian dilakukan preprocessing teks dan pelabelan manual. Hasil penelitian menunjukkan bahwa sentimen negatif mendominasi baik sebelum maupun sesudah pemilihan, meskipun ada kenaikan persentase setelah pemilihan, yang mencerminkan pergeseran opini publik. Model Naive Bayes mencapai akurasi sebesar 75.82% pada komentar Youtube sebelum Pilpres dan 77% pada komentar Youtube setelah Pilpres, namun lebih efektif dalam memprediksi sentimen negatif. Keterbatasan penelitian ini terletak pada jumlah data dan fokus pada satu platform media sosial, sehingga untuk penelitian mendatang disarankan menggunakan dataset lebih beragam dan teknik machine learning yang lebih canggih.

Kata Kunci: Analisis Sentimen, Naïve Bayes Classifier, Machine Learning, Pilpres 2024, YouTube