

## **ABSTRAK**

# **ANALISIS SENTIMEN CALON PRESIDEN INDONESIA 2024 BERDASARKAN KOMENTAR PUBLIK di SOSIAL MEDIA TIKTOK**

**Oleh :**

**Ts. Dy. Nanda Saraswati**

Pemilihan Presiden Indonesia 2024 merupakan momen penting bagi demokrasi Indonesia. Analisis sentimen dari komentar publik di TikTok menyoroti dominasi sentimen positif terhadap calon presiden potensial. Anies Rasyid Baswedan memperoleh persentase sentimen positif tertinggi (99,71%), diikuti oleh Prabowo Subianto (94,14%), dan Ganjar Pranowo (85,6%). Meskipun demikian, masih terdapat komentar dengan sentimen negatif, dengan Ganjar Pranowo memiliki persentase sentimen negatif lebih tinggi (14,4%) dibandingkan Anies Rasyid Baswedan (0,29%) dan Prabowo Subianto (5,86%). Hal ini menunjukkan potensi tantangan bagi Ganjar Pranowo dalam memperoleh dukungan yang kuat.

Analisis sentimen ini memberikan wawasan berharga bagi pemangku kepentingan, memungkinkan para kandidat untuk lebih memahami aspirasi masyarakat dan menyesuaikan komunikasi mereka secara efektif. Penelitian ini memanfaatkan teknologi scraper/crawler dan platform bisnis intelijen Pentaho untuk pengumpulan dan analisis data yang efisien. Diharapkan, hasil analisis sentimen ini akan memperkaya dan memperdalam proses demokratisasi dalam pemilihan presiden 2024 di Indonesia.

**Kata kunci : Analisis Sentimen, Capres 2024, TikTok, Pentaho**

## **ABSTRACT**

### **SENTIMENT ANALYSIS OF 2024 INDONESIA PRESIDENT CANDIDATES BASED ON PUBLIC COMMENTS ON SOCIAL MEDIA TIKTOK**

**By :**

**Ts. Dy. Nanda Saraswati**

The 2024 Indonesian presidential election is an important moment for Indonesian democracy. Sentiment analysis of public comments on TikTok highlights the dominance of positive sentiment towards potential presidential candidates. Anies Rasyid Baswedan obtained the highest percentage of positive sentiment (99.71%), followed by Prabowo Subianto (94.14%), and Ganjar Pranowo (85.6%). However, there were still comments with negative sentiments, with Ganjar Pranowo having a higher percentage of negative sentiments (14.4%) compared to Anies Rasyid Baswedan (0.29%) and Prabowo Subianto (5.86%). This indicates a potential challenge for Ganjar Pranowo in gaining strong support.

This sentiment analysis provides valuable insights for stakeholders, allowing candidates to better understand people's aspirations and tailor their communications effectively. This research utilizes scraper/crawler technology and Pentaho's business intelligence platform for efficient data collection and analysis. Hopefully, the results of this sentiment analysis will enrich and deepen the democratization process in the 2024 presidential election in Indonesia.

**Keywords : Sentiment Analysis, Presidential Candidate 2024, TikTok, Pentaho**