

INTISARI

ANALISIS SENTIMEN PUBLIK TERHADAP AKUN INSTAGRAM KOMDIGI MENGGUNAKAN ASPECT-BASED SENTIMENT ANALYSIS

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Komdigi merupakan kementerian pemerintahan yang bergerak di bidang komunikasi dan informasi. Penelitian ini bertujuan menganalisis sentimen publik terhadap akun Instagram resmi Kementerian Komunikasi dan Digital (Komdigi) menggunakan pendekatan Aspect-Based Sentiment Analysis (ABSA) dengan metode tribrid yang menggabungkan model pretrained IndoBERT, API OpenAI, dan API DeepSeek. Data penelitian diperoleh melalui scraping 20.542 komentar dari 316 postingan akun @kemkomdigi periode Januari–Desember 2024. Setelah preprocessing teks dan penghapusan duplikasi, komentar diklasifikasikan ke dalam sentimen positif, netral, dan negatif. Hasil analisis menunjukkan dominasi sentimen negatif sebesar 51,60% (final), sedangkan sentimen positif sebesar 14,40% dan netral 33,99%. Rata-rata Engagement Rate (ER) per postingan mencapai 1,85%, dengan puncak ER 3,18% pada konten informatif tentang kebijakan nasional. Temuan ini mengindikasikan kebutuhan penyesuaian strategi komunikasi digital Komdigi, khususnya pada topik yang memunculkan persepsi negatif seperti edukasi bahaya judi online. Rekomendasi diberikan untuk meningkatkan kualitas konten serta responsifitas terhadap umpan balik publik.

**Kata Kunci: Komdigi, Instagram, Aspect-Based Sentiment Analysis,
IndoBERT, OpenAI, DeepSeek**

ABSTRACT

ANALYSIS OF PUBLIC SENTIMENT TOWARD KOMDIGI'S INSTAGRAM ACCOUNT USING ASPECT-BASED SENTIMENT ANALYSIS

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Komdigi is the government ministry responsible for communication and digital affairs. This study aims to analyze public sentiment toward Kementrian Komunikasi dan Digital's (Komdigi) official Instagram account using an Aspect-Based Sentiment Analysis (ABSA) approach with a tribrid method that combines a pretrained IndoBERT model, the OpenAI API, and the DeepSeek API. Research data were obtained by scraping 20,542 comments from 316 posts on the @kemkomdigi account during the January–December 2024 period. After text preprocessing and duplicate removal, comments were classified into positive, neutral, and negative sentiment categories. The analysis revealed a dominance of negative sentiment at 51.60% (final), while positive sentiment accounted for 14.40% and neutral sentiment for 33.99%. The average Engagement Rate (ER) per post reached 1.85%, peaking at 3.18% for informative content about national policies. These findings indicate the need for adjustments to Komdigi's digital communication strategy, particularly on topics that elicit negative perceptions, such as educational content on the dangers of online gambling. Recommendations are provided to enhance content quality and responsiveness to public feedback.

Keywords: Komdigi, Instagram, Aspect-Based Sentiment Analysis, IndoBERT, OpenAI, DeepSeek