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ANALISIS SENTIMEN DI MEDIA SOSIAL TWITTER/X MENGENAI TAPERA DENGAN PERBANDINGAN METODE K-NEAREST NEIGHBOR (KNN) DAN SUPPORT VECTOR MACHINE (SVM)

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Pemerintah indonesia menetapkan perubahan terhadap PP nomor 21 tahun 2024 tentang penyelenggaraan Tabungan Perumahan Rakyat (TAPERA) hal tersebut menimbulkan perdebatan dikalangan masyarakat terutama pengguna platform X/twitter, Pada platform tersebut masyarakat berbagi opini dan pandangan mereka terhadap kebijakan tapera, Penelitian ini bertujuan untuk menganalisis sentimen masyarakat dimedia sosial twitter terhadap kebijakan tabungan perumahan rakyat (TAPERA) dengan membandingkan dua metode klasifikasi, yaitu K-Nearest Neighbor (KNN) dan Support Vector Machine (SVM). Data dikumpulkan melalui crawling menggunakan API Twitter sebanyak 2366 tweet, Kemudian dilakukan Preposesing meliputi Cleaning dan labeling sentimen (positif,negatif,netral). Hasil analisis menunjukan bahwa mayoritas sentimen bersifat netral (91%), sementara sentimen positif (6%) dan negatif sebesar (2,9%). Dari segi performa metode klasifikasi, SVM menunjukkan akurasi lebih tinggi (94%) dibandingkan KNN (92,8%). Hasil menunjukkan bahwa SVM lebih efektif dalam menganalisis sentimen publik terkait TAPERA di media sosial twitter.

Kata kunci—*Analisis Sentimen, TAPERA, Twitter, K-Nearest Neighbor, Support Vector Machine*

ABSTRACT

SENTIMENT ANALYSIS ON TWITTER/X SOCIAL MEDIA REGARDING TAPERA WITH A COMPARISON OF K-NEAREST NEIGHBOR (KNN) AND SUPPORT VECTOR MACHINE (SVM) METHODS

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The Indonesian government has made changes to PP number 21 of 2024 concerning the implementation of Public Housing Savings (Tapera), this has caused debate among the public, especially users of the X/twitter platform. On this platform, people share their opinions and views on the Tapera policy. This study aims to analyze public sentiment on Twitter social media regarding the public housing savings policy (Tapera) by comparing two classification methods, namely K-Nearest Neighbor (KNN) and Support Vector Machine (SVM). Data was collected through crawling using the Twitter API for 2366 tweets. Then Preprocessing was carried out including Cleaning and labeling sentiment (positive, negative, neutral). The results of the analysis showed that the majority of sentiment was neutral (91%), while positive sentiment (6%) and negative sentiment (2.9%). In terms of classification method performance, SVM showed higher accuracy (94%) than KNN (92.8%). The results show that SVM is more effective in analyzing public sentiment related to TAPERA on Twitter social media.

Keywords— sentiment analysis,TAPERA,Twitter, K-Nearest Neighbor, Support Vector Machine