Analysis of Twitter User Sentiments for Presidential Candidates for 2024 Using the Support Vector Machine (SVM) Method

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ABSTRACT

Twitter is one of the most popular social media in Indonesia with a high number of internet users. The development of social media such as Twitter has changed people's social interactions both in cyberspace and in the real world. Twitter has also become an effective venue for political promotions and campaigns. Sentiment analysis was carried out to analyze the opinions or opinions of Twitter users regarding the 2024 RI Presidential candidate, which can be used as a parameter to determine the victory or defeat of the candidate, therefore the authors conducted research related to Twitter user sentiment analysis of the 2024 presidential candidate using the Support Vector Machine method. in order to be able to analyze the sentiments of Twitter users towards the 2024 presidential candidates with several classes such as positive, negative and neutral sentiments. In this study the authors used a dataset of 1420 as training data and test data. Based on the training data, classification was carried out using the Support Vector Machine (SVM) method and testing of the data was carried out. Based on the results of research conducted by testing the confusion matrix, the highest accuracy is obtained at a data comparison of 80%: 20% with an accuracy of 75%. It can be concluded that this study relies on datasets and data sharing, so that the level of accuracy in reading test data is quite influential.

Keywords: *Classification, Data Mining, Twitter, Support Vector Machine (SVM), Text Mining.*