Analysis of Public Opinion Sentiment on the Results of the 2024 General Election Decision Using the Naive Bayes Method

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ABSTRACT

This research aims to determine public opinion regarding the 2024 General Election Results on the microblogging platform X, chosen as the research platform due to its relevance to public opinion and ease of data collection. The study employs the Naïve Bayes method and Chi-Square feature selection. The results of this study indicate a stronger tendency towards negative sentiment compared to positive and neutral sentiment. From a total of 2.299 tweet data, after the removal of duplicates, 1.721 tweet data were obtained, with 530 data points showing positive sentiment, 565 showing neutral sentiment, and 626 showing negative sentiment. Based on the confusion matrix evaluation, the accuracy results without Chi-Square were 76% for a 90:10 ratio, while using Chi-Square with an alpha of 0.05 resulted in 75% accuracy, and an alpha of 0.01 yielded 76% accuracy. SelectPercentile, selecting 35% of the total features, produced 76% accuracy, and SelectKBest (best feature selection) with 2.200 features also resulted in 77% accuracy.

Keywords: Sentiment Analysis, Microblogging X, Naive Bayes, Chi-Square.