

Sentiment Analysis of the Indonesia U-23 National Football Team in the 2024

AFC U-23 Asian Cup on Twitter Using the Lexicon-Based Method

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ABSTRACT

The 2024 U-23 Asian Cup has been in the public spotlight as the Indonesia U-23 National Football Team made it to the semifinals. Despite eventually finishing fourth after losing to Uzbekistan and Iraq, the national team's performance still captured the attention of the wider community. In the midst of the widespread use of social media, Twitter became one of the platforms widely used to express opinions related to the match. This study aims to analyze public sentiment towards the U-23 national team through tweets on Twitter using the Lexicon Based method with the help of the InSet Lexicon (Indonesian Sentiment Lexicon) dictionary, which is a dictionary of Indonesian words that have been classified into positive, neutral, and negative sentiment categories. A total of 206 tweets were used as data after going through the preprocessing process. The classification results showed that 91 tweets (44.17%) contained positive sentiment, 58 tweets (28.16%) were neutral, and 57 tweets (27.67%) were negative. This finding shows that the majority of netizens gave a positive response to the U-23 national team's performance. This research is expected to be an input for soccer federations and related parties in evaluating public responses and improving communication strategies through social media.

Keywords: *Sentiment Analysis, Indonesia U-23 national team, 2024 U-23 Asian Cup, Twitter, Lexicon Based, InSet Lexicon.*