ABSTRAK

Pemilihan kepala daerah (Pilkada) tahun 2020 mengalami penundaan selama beberapa bulan karena efek pandemi COVID-19, hingga akhirnya ditetapkan untuk tetap digelar pada tanggal 9 Desember 2020. Banyak masyarakat beropini tentang pro dan kontra pelaksanaan Pilkada di tengah pandemi COVID-19 di media sosial, khususnya Twitter. Penelitian ini bertujuan untuk mengetahui jumlah sentimen positif dan negatif serta performansi dari metode Support Vector Machine dalam mengklasifikasikan sentimen *tweet* tersebut. Data penelitian bersumber dari *tweet* dengan kata kunci "Pilkada 2020" yang berjumlah 6037 *tweet*. Data akan diberi label polaritas sentimen positif dan negatif secara otomatis. Hasil pengujian menunjukkan sebanyak 4864 data bersentimen positif dan 1173 data lainnya bersentimen negatif. Selain itu, hasil pengujian dalam penelitian ini menunjukkan bahwa metode *Support Vector Machine* memiliki performansi yang cukup baik dalam mengklasifikasikan sentimen *tweet* dengan hasil rata-rata akurasi sebesar 87,94%.

Kata kunci: analisis sentimen, klasifikasi, pilkada, *support vector machine, tweet.*

ABSTRACT

The 2020 regional elections were postponed for several months because of the COVID-19 pandemic, until finally set to be held on December 9, 2020. Many people have opinions about the pros and cons of holding regional elections during the COVID-19 pandemic on social media, especially Twitter. This research aims to determine the number of positive and negative sentiments and the performance of the Support Vector Machine method in classifying tweet sentiment. The research data was sourced from tweets with the keyword "Pilkada 2020" which amounted to 6037 tweets. The data will be labeled positive and negative sentiment polarity automatically. The test results showed as many as 4864 data with positive sentiment and 1173 other data with negative sentiment. In addition, the test results in this research show that the Support Vector Machine method has a fairly good performance in classifying tweet sentiment with an average accuracy result of 87.94%.

Keywords: classification, regional elections, sentiment analysis, support vector machine, tweets.