

ABSTRACT

High public attention to the issue of corruption and the performance of government institutions is important in building trust and transparency in state governance. This thesis aims to analyze public opinion sentiment towards the Ministry of Finance (Kemenkeu) in the context of the corruption case involving Rafael Alun. This provides an opportunity to assess government performance by conducting social media monitoring via the Brand24 Platform in the period 07 July 2023 – 07 August 2023. The theory used in this research is related to social media monitoring, sentiment analysis, and Brand24. Qualitative methods were used to explore opinions spread on Twitter social media regarding the corruption case. Through sentiment analysis, this research identifies opinion patterns that include positive, negative and neutral opinions towards the Ministry of Finance and the case involving Rafael Alun. The results of the sentiment analysis show that 475 neutral sentiments are dominated by news from the mass media on Twitter, where the mass media itself is oriented towards providing information without a biased tendency; 239 negative sentiment which assumes that actions or developments in the case create dissatisfaction and disappointment; and 22 positive sentiments that emerged in the form of appreciation for the steps taken by Rafael Alun. The findings from this research can provide valuable input for government institutions to understand public perceptions, take relevant corrective steps, and increase transparency and accountability in carrying out public duties. Thus, this thesis contributes to further understanding of the importance of the interaction between public opinion and the performance of government institutions in maintaining integrity and public trust.

Keywords: *Sentiment Analysis, Brand24, Rafael Alun's Corruption, Public Opinion, Social Media Monitoring*