

ABSTRACT

In a few years' time, Indonesia will hold elections. This election will be used to elect Indonesia's presidential and vice presidential candidates. During the election process, people often express and share their thoughts and opinions on social media, one of which is Twitter. So that if further research is carried out on these tweets, it is expected that a sentiment analysis will be obtained on public opinion about the presidential candidates discussed on Twitter. This research uses Naïve bayes classification as the method used. Naïve bayes is one part of the sentiment analysis algorithm with a machine learning approach that has advantages in terms of accuracy and is widely used in categorizing data sets from social media. so it is relevant to use in this study. The final result of this research is expected to find out the public's views on the 2024 presidential election based on opinions that have been taken from Twitter and determine the accuracy of the Naïve bayes method on public opinion tweets in the 2024 election. This research aims to analyze public sentiment towards presidential candidates in the 2024 election through tweets on Twitter. Naïve bayes classification method was used with evaluation using k-fold cross validation and confusion matrix. Undersampling and SMOTE methods were applied to address data imbalance. Results showed good performance, with the SMOTE method providing the highest accuracy of up to 89.33%. This research provides valuable insights into people's preferences for presidential candidates through social media and can help stakeholders in understanding public opinion in the upcoming presidential election.

Keywords: Election, Twitter, Sentiment Analysis, Naïve bayes.