

ABSTRACT

A social media platform that is quite popular in Indonesia, namely Twitter, this social media offers features for sharing text, photos, and videos. Twitter users can post a shared discussion, then other users can reply to the post even though they basically don't know each other. Because Indonesia will hold elections in 2024, the topic of this presidential election is a topic often found on Twitter. However, discussions about presidential candidates are often heated because everyone has their own choice to lead Indonesia in 2024 and each camp wants their choice to be able to win in elections without exception. To find out these problems, a sentiment analysis is needed to examine the opinion of the Indonesian people on Twitter towards the presidential candidates in the 2024 election. The approach used in this study uses a classification method with the Support Vector Machine (SVM) algorithm. The advantage of SVM is that this algorithm simultaneously minimizes empirical classification errors and maximizes margin geometry and text or document weighting methods using Term Frequency-Inverse Document Frequency (TF-IDF). The baseline method gives the best performance in this classification, with results for the Prabowo dataset, the accuracy is 86.02%, for the Anies dataset it is 81.6%, and for the Ganjar dataset it is 88.44%.

Keywords — *Elections 2024, Twitter, Sentiment Analysis, Support Vector Machine (SVM).*