

ABSTRACT

In the midst of many social problems, waste is one of the issues that is being widely discussed at the moment. This was triggered by the emergence of content creators who took real action to clean up a dirty environment called Pandawara. This thesis aims to analyze public opinion sentiment regarding Pandawara in the context of environmental issues, namely the waste problem. This provides an opportunity to assess the influence of young influencers in helping increase public awareness of social problems by conducting social media monitoring through the Brand24 platform in the period 30 September – 16 November 2023. The theory used in this research is related to social media monitoring and sentiment analysis. Qualitative methods were used to explore opinions spread on Twitter (X) social media regarding Pandawara. Through sentiment analysis, this research identifies opinion patterns that include positive, negative and neutral opinions. The results of the sentiment analysis show that 158 neutral sentiments dominate the mass media coverage on Twitter (X), where the mass media does not take sides on any side; 111 negative which contains opinions in the form of jokes mixed with feelings of disappointment and dissatisfaction with the government's performance because it is considered insensitive to environmental problems so that the community must intervene; and 48 positive sentiments containing expressions of appreciation for Pandawara for its educational content. The findings from this research can provide valuable input for government agencies to understand public perceptions and increase transparency in carrying out public duties. Then for the younger generation to continue to use social media for positive things. In this way, 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: *Brand24, Pandawara, Sentiment Analysis, Social Media Monitoring, Waste.*