Abstract

This research aims to analyze the dynamics of public sentiment towards three pairs of presidential and vice-presidential candidates in the 2024 Indonesian General Election (Pemilu). This research was conducted using Twitter data as a source of information to gain a deeper understanding of the pattern of public sentiment during six crucial phases in the context of the election. The data collection method is carried out through the Tweet-Harvest technique by taking samples of tweets related to candidate pairs. The data is analyzed periodically during the election period. Sentiment analysis was carried out using the Naïve Bayes-Support Vector Machine classification approach to understand the sentiment patterns that emerged in each phase. The model with NB-SVM classification produces better accuracy than the model with NB and SVM classification, with an average accuracy of 76%. In Candidate Pair 01, a dynamic pattern was formed, namely the level of positive sentiment decreased during the debate and increased again later in the day. Meanwhile, no pattern was formed for Candidate Pair 02 and Candidate Pair 03 for various reasons, namely sentiment that was too stable for Candidate Pair 02, and unstable sentiment for Candidate Pair 03. While Candidate Pair 01 received the most positive sentiment, Candidate Pair 02 received the most positive sentiment. most negative, with an average of 65.19% during the election process. This research proves that the results of sentiment analysis on Twitter/X contradict the official KPU election results in Indonesia.

Keywords*: General Election, Naïve Bayes, Public Sentiment, Sentiment Analysis, Support Vector Machine, Twitter.*