

Abstract

The 2024 Indonesian presidential election is one of the important moments in This study aims to analyse sentiment towards Indonesian presidential candidates using Instagram comment data using the Long Short-Term Memory (LSTM) method. Instagram was chosen due to its high popularity in Indonesia, and sentiment analysis on Instagram posts is essential to evaluate and respond to public opinion. A machine learning model was developed using LSTM to classify comments into positive and negative categories. The FastText method was used to cluster the comments based on the topics discussed as well as clustering the most used words. The model performance was evaluated using accuracy, recall, precision, and F1 Score metrics. The sentiment analysis model with the LSTM algorithm in this study achieved an accuracy of 87.97%. The topic classification model with Fasttext algorithm achieved 88.97% accuracy. The results of this research will be presented through a web platform to visualise public opinions and preferences.

Keywords: *Sentiment Analysis, LSTM, Presidential Election, Fast Text, Topic Classification*
