ABSTRACT

Sentiment analysis facilitates adjustments and improvements in development according to market needs and preferences. One of the Kemendikbudristek programs that is quite well-known to the public today is the student exchange program or Indonesia International Student Mobility Awards or IISMA which focuses on increasing Indonesian students' understanding of international academic and cultural diversity. This study aims to identify public sentiment regarding the IISMA Merdeka Campus program using Brand24. This study uses public perception theory to understand how the IISMA program is perceived by the public and how the sentiments expressed can affect the image of the program. This research uses a qualitative approach with sentiment analysis techniques using brand24 which is included in the descriptive method to provide a comprehensive understanding of public sentiment towards the IISMA Merdeka Campus program. The results of the study show that the use of tools in social media monitoring such as Brand24 allows researchers and program organizers to get a clear picture of public perception of IISMA. There are positive and negative sentiments circulating. Positive sentiment shows that many people support this program and feel that IISMA provides significant benefits, such as opportunities to study abroad, international experience, and self-development. Negative sentiments also emerged related to criticism and complaints found to be related to various aspects, such as administrative problems, difficulties in the selection process, or lack of financial support.

Keywords: analysis tools brand24, iisma, public sentiment