Bab 1

Elections in Indonesia are one of the crucial moments in democracy that require active participation from all citizens. Elections serve as a platform where people can directly elect their representatives from a wide selection of political parties, aiming to strengthen people's sovereignty and expand political participation. With such a vast number of election participants, the process is expected to reflect Indonesia's diversity, offering equitable opportunities for every segment of society to contribute to national decision-making [1].

However, managing such a vast electoral process poses significant logistical and administrative challenges, particularly in the accurate and efficient recapitulation of election results. To address these challenges, KPU has embraced technological innovation by launching the SIREKAP Application. This application allows polling station officers to carry out administrative tasks during the voting process, such as digitally recapitulating election results [2]. While the SIREKAP application has been effective in supporting administrative processes at polling stations, its implementation has faced several obstacles [3]. The main issues include system instability, which often results in errors during the uploading and processing of election result data. This is compounded by the uneven internet connectivity across Indonesia, making it difficult for officers in remote areas to use the application effectively [4]. In addition, the scanned results do not synchronize with the physical data, while poor image quality, improper capture angle, non-ideal lighting, and unclear text or symbol formats prevent the optical character recognition (OCR) and optical mark recognition (OMR) systems from accurately detecting text and symbols [5].

Given these challenges, it becomes crucial to evaluate the perceptions and experiences of SIREKAP users to identify areas for improvement and ensure its effectiveness in future elections. To achieve this

sentiment analysis offers a systematic and scientific approach. Sentiment analysis is a technique in natural language processing (NLP) that identifies and interprets opinions, emotions, and attitudes expressed in text. This method employs machine learning models trained to classify text based on the sentiment it conveys, such as positive, negative, or neutral [6]. By applying sentiment analysis to user feedback, particularly reviews of the SIREKAP app, it is possible to gain valuable insights into user satisfaction, challenges faced, and areas for enhancement.

In this research, sentiment analysis will focus on two main data sources. First, user reviews on the Play Store provide rich information about users' experiences and perceptions of the SIREKAP app [7]. Through sentiment analysis of these user reviews, we can identify the level of user satisfaction, obstacles faced, and suggestions for improvement. Second, reviews related to the SIREKAP app provide a broader picture of user perceptions of the SIREKAP app. By analyzing the sentiment of Play Store interactions, it is possible to identify the topics discussed, the opinions expressed, and the sentiment contained in these interactions.

Using a variety of techniques and platforms, sentiment analysis of mobile applications has been the subject of several prior studies. For instance, studies have examined the sentiment of user

evaluations of the Gojek app in the Play Store using the Naïve Bayes classification approach [8]. The findings demonstrated that most users had favorable opinions about the application. using the Support Vector Machine (SVM) technique to examine the mood of tweets on Indonesia's 2019 presidential election. This research revealed a significant polarization of opinions on social media related to the election process [9]. By utilizing various sentiment analysis methods, previous studies provide valuable insights into users perceptions and opinions towards mobile applications as well as important events in the social and political context. The purpose of this study is to evaluate the accuracy of the Support Vector Machine (SVM) and Naïve Bayes algorithms for sentiment analysis of the Sirekap application. The study will determine the best algorithm for categorizing user attitude about the program by means of this comparison.