

Sentiment Analysis to Identify Topics Related to the 2024 Indonesia Presidential Election

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ABSTRACT

One of the events most awaited by the Indonesian people in the social and political world is the presidential election. In 2024, Indonesia will hold presidential elections again. The increasingly developing digital era and increasingly intense social media activity have caused public opinion to become an appealing source of data, one of which is "X". A collection of tweets from relevant hashtags was collected and analyzed using sentiment analysis to identify topics related to the 2024 Indonesian presidential election. Using the SVM algorithm, the results showed that topics related to the 2024 presidential election mostly involved the names "Ganjar" and "Prabowo". In general, most of these opinions contain negative opinions, so it is necessary to study further regarding the things that influence these results.

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