

Abstract

The 2024 presidential election is an event for all Indonesian people to determine their best leader. The presidential and vice presidential candidates are also competing to give their best efforts so that they can be elected as President and Vice President. The news media also provide news related to the 2024 presidential election with various titles that can interest their readers. Not infrequently the titles raised contain words that have sentiments, both positive and negative. In order to facilitate the analysis of the sentiments of these news titles, it is necessary to build a system that can detect the sentiments of these titles. In this study, we built a sentiment analysis system using the Support Vector Machine (SVM) method on news headline data obtained from online news media to detect whether news headlines contain positive or negative sentiments. For feature extraction we compare the effect of FastText word embedding with TF-IDF for feature extraction. In the SVM method, several experiments were carried out on the attributes of C, kernel, gamma, and the ratio of the test data. The results obtained are a FastText can outperform TF-IDF for feature extraction. Also, combination of Kernel, C, and gamma values that give the best accuracy score of rbf, 1, and auto respectively at a test data ratio of 90:10, with an accuracy score of 99%.

Keywords: Sentiment Analysis, Presidential Election 2024, Online News, Support Vector Machine