

## **Analisis Sentimen Terhadap Tweet Mengenai Pemilihan Presiden Amerika Serikat Tahun 2020 Menggunakan Metode BERT**

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### **Abstract**

Twitter is a very popular social media. Twitter can generate 350,000 tweets in just one minute. With such a large number of tweets, Twitter can be used to find out information about events that are happening. One of the most frequently discussed topics on Twitter is the United States presidential election. In previous research, sentiment analysis has been carried out on tweets about the presidential election. Among the objectives of the analysis are to see public sentiment towards the presidential candidate and to predict the winner in the presidential election. In this study, the authors conducted a sentiment analysis on tweet data about the two presidential candidates in the 2020 United States presidential election using BERT. With a fine-tuning process, in this study the BERT model can classify tweets related to presidential candidates with an accuracy of 67,81%. From the resulting model, predictions are made to determine the proportion of sentiment obtained for both candidates. BERT predicts that candidate Joe Biden outperforms Donald Trump in sentiment gains.

**Keywords:** BERT, transformer, classification, sentiment analysis