

Abstract

Over the past few years, social media has become an important platform for getting up-to-date information and interacting online. Twitter, as one of the platforms often used during presidential elections in Indonesia, has become a place where people express opinions and information. In tweet text, there are many expressions of emotions expressed by users, some are positive, negative and neutral. In this study, we analyzed the type of content and emotional scope based on hashtags related to one of the presidential candidates, Anies Baswedan. The first important step is preprocessing, then TF-IDF approach and clustering using Agglomerative Hierarchical Clustering. The results obtained were 10 clusters with discussion of different topics and emotions, namely 5 positive clusters were found by providing support. On the other hand, there were 2 negative clusters reflecting criticism and disapproval of the candidate and 3 neutral clusters reflecting tweets that were not clearly positive or negative. This information can help in further understanding the views and sentiments towards the candidates and issues of the 2024 presidential election.

Keywords : twitter, politics, emotions, presidential election, agglomerative hierarchical clustering