

Abstract

General elections are one of the crucial moments in the democratic process that determine the political direction and leadership of a country. In Indonesia, the 2024 General Election has become a hot topic that dominates public conversations, especially on social media. Social media, particularly platform X, plays an important role in reflecting and shaping public opinion on political issues. This research investigates the sentiment analysis of the 2024 General Election in Indonesia through social media X, using Random Forest and Decision Tree approaches with FastText. Elections play a key role in determining the political direction and leadership of the country. The role of social media, especially X, is increasingly important in understanding public sentiment related to political issues. Previous studies have shown the effectiveness of sentiment analysis using machine learning, but challenges such as overfitting and data complexity still need to be addressed. This research uses Random Forest to handle data complexity and FastText for word representation in text analysis. Decision Tree method is also used for performance comparison. The results show the best results with an accuracy of 70.60% and f1-score of 70.09%, demonstrating the effectiveness of this approach in analyzing political sentiment on social media.

Keywords: sentiment analysis, general election, random forest, decision tree, fasttext