

ABSTRACT

SENTIMENT ANALYSIS ON SOCIAL MEDIA X TOWARDS KIP KULIAH PROGRAM USING THE NAÏVE BAYES AND SUPPORT VECTOR MACHINE METHODS

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The Indonesian government continues to be dedicated to facilitating the Smart Indonesia Program (PIP) for Higher Education for students from underprivileged families. One type of program from the Smart Indonesia Program (PIP) is the KIP Kuliah. KIP Kuliah is a government scholarship scheme for high school, vocational school and equivalent graduates who have financial difficulties to continue their education to higher education free of charge. However, issues related to recipients who do not meet the criteria have caused discussion on social media. This case has prompted widespread debate and made KIP Kuliah a trending topic on the X application, with many public opinions published on the social media. This study aims to analyze public sentiment towards the KIP Kuliah program using two machine learning methods, namely Naïve Bayes and Support Vector Machine (SVM). Data was taken from social media X with the keyword "KIPK" in the period from April 29, 2024 to May 1, 2024, with a total of 2012 tweets. The results of the analysis show that public opinion consists of 77% negative sentiment, 4% positive sentiment, and 19% neutral sentiment. The Naïve Bayes method obtained an accuracy of 67% with a precision of 0.74, a recall of 0.67, and an f1-score of 0.70, while the SVM method produced a higher accuracy of 76% with a precision of 0.74, a recall of 0.76, and an f1-score of 0.75.

Keywords: KIP Kuliah, Naïve Bayes, Sentiment, Support Vector Machine, X