

ABSTRACT

The 2024 General Election has been held and the elected president and vice president have been determined. One of the president-elect's work programs regarding free lunches became a hot topic of conversation during the 2024 election. This initiated program can help and improve the welfare of the community, giving rise to public debate regarding the effectiveness and efficiency of its implementation for the next 5 years regarding aspects of hunger, stunting, the APBN, state debt, and corruption. This public debate took place on social media as a popular campaign medium during the 2024 election, one of which was tweets on the X platform. In analyzing public sentiment towards the program, the data used was the election period and post-election using the Support Vector Machine (SVM) algorithm to classify sentiment and find out the words that are often used by the public in assessing the program. The analysis system developed consists of preprocessing, labeling, data weighting with TF-IDF, K-Fold Cross Validation and SVM Classification. Hyperparameter testing was carried out in the form of weighting features, namely unigrams, bigrams and trigrams, all types of kernels, both linear and non-linear (RBF, Sigmoid, and Polynomial), K-fold cross validation and parameter tuning. The test results show that public views tend to be negative during the election and post-election periods with an accuracy value of 94% for the post-election period and 81% for the election period with the best parameters obtained, namely the unigram weighting feature (1 word) value $K = 5$ in K-fold cross validation, RBF kernel with a value of $C = 0.8$ and $\gamma = 0.3$. The results of the confusion matrix evaluation of precision, recall and f1-score also show that the model can classify very well into positive and negative sentiment classes.

Keywords: *free lunch, prabowo, svm, stunting, election, sentiment analysis.*