ABSTRAK

Penelitian ini bertujuan untuk menganalisis jaringan sosial *Twitter* terkait topik pemilihan bakal calon presiden 2024 dengan menggunakan metode *Social Network Analysis (SNA).* Pengambilan data penelitian ini dilakukan menggunakan *keyword* ”Anies Baswedan”, ”Prabowo Subianto”, ”Ganjar Pranowo” dengan langkah *text mining* menggunakan *software* RapidMiner dari periode waktu 1 Juli 2023 hingga 30 Juli 2023. Data yang diperoleh mendapatkan data bersih 573 *tweet*. Hasil analisis jaringan menunjukkan *keyword* ”Anies Baswedan” (236 *nodes* dan 131 *edges*), ”Prabowo Subianto” (435 *nodes* dan 308 *edges*), dan ”Ganjar Pranowo” 626 *nodes* dan 373 *edges*. Metode *Naive Bayes* ini menghasilkan tingkat nilai *accuracy* tertinggi diperoleh bakal calon presiden Ganjar Pranowo (80,07%), kemudian disusul Prabowo Subianto (58,90%), dan Anies Baswedan (50,91%), Kesimpulan penelitian ini memberikan informasi mengenai analisis sentimen menghasilkan nilai sentimen Anies Baswedan (78 *tweet* positif dan 40 *tweet* negatif), Prabowo Subianto (77 *tweet* positif dan 57 *tweet* negatif), dan Ganjar Pranowo (216 *tweet* positif dan 105 *tweet* negatif). *Word cloud* menyoroti kata kunci utama seperti ”Anies”, ”Pilpres”, dan ”Ganjar”.

Kata kunci: Pilpres, Twitter, Bakal calon presiden, Sentiment Analysis, Social Network Analysis (SNA).

ABSTRACK

This research aims to analyze the Twitter social network related to the topic of the 2024 presidential candidate election using the Social Network Analysis (SNA) method. Data collection for this research was carried out using the keywords "Anies Baswedan", "Prabowo Subianto", "Ganjar Pranowo" with text mining steps using RapidMiner software from the time period 1 July 2023 to 30 July 2023. The data obtained was clean data of 573 tweets. The network analysis results show the keywords "Anies Baswedan" (236 nodes and 131 edges), "Prabowo Subianto" (435 nodes and 308 edges), and "Ganjar Pranowo" 626 nodes and 373 edges. This Naive Bayes method produces the highest level of accuracy value obtained by presidential candidate Ganjar Pranowo (80.07%), followed by Prabowo Subianto (58.90%), and Anies Baswedan (50.91%), The conclusion of this research provides information regarding the analysis sentiment produced sentiment values for Anies Baswedan (78 positive tweets and 40 negative tweets), Prabowo Subianto (77 positive tweets and 57 negative tweets), and Ganjar Pranowo (216 positive tweets and 105 negative tweets). The word cloud highlights main keywords such as "Anies", "Pilpres", and "Ganjar".

Keywords: Presidential Election, Twitter, Presidential Candidates, Sentiment Analysis, Social Network Analysis (SNA).