

ANALISIS SENTIMEN PROGRAM KULIAH KERJA NYATA (KKN) GEN Z PADA SOSIAL MEDIA TWITTER MENGUNAKAN METODE *SUPPORT VECTOR MACHINE*

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ABSTRAK

Kuliah Kerja Nyata (KKN) program telah menjadi bagian sebagai integral dari nilai pendidikan tinggi, dilaksanakan setiap tahun oleh mahasiswa sebagai bentuk pengabdian kepada masyarakat. Pada tahun 2023, Generasi Z, yang dikenal sebagai generasi yang aktif di media sosial, melaksanakan program KKN. Media sosial, khususnya Twitter, menjadi platform utama untuk berbagai informasi seputar KKN, termasuk kasus-kasus kontroversial yang melibatkan pengusiran dan kesuksesan kelompok KKN. Penelitian ini bertujuan melakukan analisis sentimen guna memahami kecenderungan sentimen masyarakat terkait program KKN yang dilakukan oleh Generasi Z. Hasil yang didapatkan dalam analisis sentimen berharap dapat memberikan wawasan yang lebih kritis mengenai persepsi masyarakat terhadap program KKN. Penelitian yang dilakukan, menggunakan sebuah metode yakni Support Vector Machine (SVM) untuk membantu klasifikasi data dan mengkombinasikan SMOTE untuk mengatasi ketidakseimbangan data. Berdasarkan hasil eksperimen diperoleh hasil bahwa SVM tanpa kombinasi SMOTE memperoleh hasil akurasi sebesar 64%, presisi 66%, recall 64%, dan f1-score 64% sedangkan SVM kombinasi dengan SMOTE menghasilkan nilai akurasi 77%, presisi 78%, recall 77%, dan f1-score 78%.

Kata kunci : KKN, SMOTE , analisis sentimen, Gen Z, SVM

**SENTIMENT ANALYSIS OF THE GEN Z REAL WORK
COLLEGE (KKN) PROGRAM USING THE SUPPORT VECTOR
MACHINE METHOD ON TWITTER SOCIAL MEDIA**

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ABSTRACT

Community Engagement Program or in Indonesia call Kuliah Kerja Nyata The program, as an integral component of higher education values, is executed by students each year as a means of serving the community. In the year 2023, Generation Z, known as the generation actively engaged in social media, participated in the KKN program. Social media, particularly Twitter, served as the primary platform for various information related to KKN, including controversial cases involving evictions and the success of KKN groups. This research was conducted for sentiment analysis to be able to understand more deeply the sentiment that exists in society towards the KKN program that has been or is being carried out by Generation Z. The results of this sentiment analysis are expected to provide deeper insights into the public perception of the KKN program, serving as a foundation for future improvements and developments. The research carried out used a method, namely the Support Vector Machine (SVM) method for analyzing sentiment data. The analysis revealed that the model's performance in the initial scenario without utilizing the SMOTE After practice, the performance in terms of accuracy, precision, recall and initial F1 score were 64%, 66%, 64% and 64% respectively. However, after applying the SMOTE method, there was a significant improvement, with accuracy reaching 77%, precision 78%, recall 77%, and F1 score reaching 78%.

Keywords: sentiment analysis, KKN, Gen Z, SVM, SMOTE