Abstract

Elections are the biggest political event in a nation, each party will compete for the people's voices. To fight for these voices to fit the target of a party, a campaign was carried out to attract public interest in a particular party. During this campaign public opinion also developed massively, especially on Twitter social media, where the public could freely express their opinions. There are positive opinions and negative opinions as well as neutral opinions issued by the public. Therefore this final project was made to analyze public opinion of the political parties participating in the elections in 2019 using the Lexicon InSet where this method is a dictionary-based method of data containing Indonesian sentiment words which has been accompanied by a weight on each word. Based on the system that has been built, it is found that the average test system consists of precision 40%, Recall 42%, F1 35%, Accuracy 61%.

Keywords : Elections, Political Parties, Sentiment Analysis, Twitter, Lexicon