

ABSTRACT

This study highlights the application of the BiLSTM and IndoBERT models to analyze sarcasm on Twitter, especially in relation to the Dyandra Global concert, using lexical analysis and social network analysis approaches. This classification model utilizes linguistic elements such as sentence length, the use of abaca tattoos, laughter expressions, capital letters, trigrams, wordclouds and topic modelling using BERTopic. The results obtained from this study showed that the combination of the BiLSTM and IndoBERT models and lexical features managed to achieve an accuracy of 72.26%, with a ROC-AUC value of 79% and a K-Fold Cross Validation value of 73%. In addition, the SNA approach succeeded in finding accounts for the dissemination of public opinion through the indicators of degree centrality and centrality betweenness, the results showed that fanbase accounts and fangirl accounts (personal accounts) dominated interaction and became the highest centrality and liaison in the user network. From this study, two approaches were obtained, namely a combination of deep learning and linguistic features and structural mapping between social networks of twitter users in the context of concerts. This research shows that text-based approaches and mapping the structure of social networks in addition to providing a better understanding of the dynamics of public opinion also provide a more detailed understanding of the dynamics of the spread of sarcasm language styles on social media, especially at concert events.

Keywords: Sarcasm, BiLSTM, IndoBERT, Lexical Analysis, Social Network Analysis, Twitter, Concert.