

ABSTRAK

Usaha Mikro, Kecil, dan Menengah (UMKM) memiliki peran penting dalam perekonomian Indonesia, namun pelaksanaannya masih menghadapi berbagai tantangan meskipun pemerintah telah memberikan beragam bentuk dukungan. Perbedaan persepsi masyarakat terhadap kebijakan tersebut mendorong perlunya analisis opini publik secara sistematis. Penelitian ini bertujuan untuk menganalisis sentimen masyarakat terhadap dukungan pemerintah bagi UMKM di Indonesia dengan memanfaatkan data dari media sosial X. Data yang digunakan sebanyak 1.404 tweet yang dikumpulkan melalui proses crawling. Data kemudian diproses melalui tahapan praproses meliputi pembersihan teks, normalisasi, tokenisasi, penghapusan stopword, dan stemming. Pelabelan sentimen dilakukan menggunakan pendekatan berbasis leksikon, sedangkan pembobotan kata menggunakan metode *Term Frequency–Inverse Document Frequency* (TF-IDF). Proses klasifikasi sentimen dilakukan dengan algoritma *Multinomial Naive Bayes* menggunakan pembagian data latih dan data uji sebesar 80% dan 20%. Hasil evaluasi menunjukkan bahwa model klasifikasi mencapai akurasi sebesar 79%, dengan kemampuan yang lebih baik dalam mendeteksi sentimen negatif dibandingkan sentimen positif. Visualisasi wordcloud memperlihatkan bahwa sentimen negatif lebih dominan, yang mencerminkan adanya kritik masyarakat terhadap implementasi kebijakan pemerintah. Hasil penelitian ini diharapkan dapat memberikan gambaran awal bagi pemerintah dalam mengevaluasi kebijakan dukungan terhadap UMKM.

Kata kunci : analisis sentimen, UMKM, dukungan pemerintah, Naive Bayes, media sosial X

ABSTRACT

Micro, Small, and Medium Enterprises (MSMEs) play a vital role in Indonesia's economic development; however, various challenges remain despite government support programs. Differences in public perception toward these policies highlight the need for systematic analysis of public opinion. This study aims to analyze public sentiment regarding government support for MSMEs in Indonesia using data obtained from the X social media platform. A total of 1,404 tweets were collected through a crawling process. The data were processed through several preprocessing stages, including text cleaning, normalization, tokenization, stopword removal, and stemming. Sentiment labeling was conducted using a lexicon-based approach, while term weighting was performed using the Term Frequency–Inverse Document Frequency (TF-IDF) method. Sentiment classification was carried out using the Multinomial Naive Bayes algorithm with an 80:20 split between training and testing data. The evaluation results show that the classification model achieved an accuracy of 79%, with better performance in identifying negative sentiment compared to positive sentiment. Wordcloud visualization indicates that negative sentiment is more dominant, reflecting public criticism toward the implementation of government policies. The findings of this study are expected to provide preliminary insights for policymakers in evaluating and improving MSME support programs.

Keywords: *sentiment analysis, MSMEs, government support, Naive Bayes, social media X*