

Abstrak

Program Makan Bergizi Gratis (MBG) merupakan salah satu kebijakan strategis pemerintah dalam meningkatkan kualitas sumber daya manusia menuju Indonesia Emas 2045. Pelaksanaan program ini menimbulkan berbagai tanggapan dari masyarakat yang banyak disampaikan melalui media sosial, khususnya Twitter (X). Opini yang tersebar dalam jumlah besar dan tidak terstruktur tersebut memerlukan teknik analisis khusus untuk mengetahui kecenderungan sentimen publik secara objektif. Penelitian ini bertujuan untuk menganalisis sentimen masyarakat terhadap Program Makan Bergizi Gratis (MBG) menggunakan *algoritma Naive Bayes*. Data yang digunakan dalam penelitian ini berjumlah 3.406 tweet yang diperoleh melalui proses crawling berdasarkan kata kunci terkait MBG. Tahapan penelitian mengacu pada *metode Knowledge Discovery in Database (KDD)* yang meliputi seleksi data, *preprocessing (cleaning, case folding, tokenizing, normalization, stopword removal, dan stemming)*, pelabelan sentimen, transformasi fitur menggunakan TF-IDF, pembagian data latih dan data uji, proses klasifikasi menggunakan *Naive Bayes*, serta evaluasi model menggunakan *confusion matrix*. Hasil penelitian menunjukkan bahwa sentimen positif lebih dominan dibandingkan sentimen negatif. Evaluasi model menghasilkan akurasi sebesar 0,74, dengan precision dan recall masing-masing 0,73 dan 0,81 pada kelas positif, serta 0,76 dan 0,66 pada kelas negatif, dan F1-score rata-rata sebesar 0,74. Berdasarkan *confusion matrix*, model berhasil mengklasifikasikan 294 data positif dan 212 data negatif secara benar. Hasil ini menunjukkan bahwa kombinasi *lexicon-based*, TF-IDF, dan Naive Bayes mampu memberikan kinerja yang cukup baik dalam analisis sentimen opini publik terhadap program MBG.

Kata kunci: Analisis sentimen, Program Makan Bergizi Gratis, *Naive Bayes*, TF-IDF, Twitter

Abstract

The Free Nutritious Meal Program (MBG) is one of the government's strategic policies in improving the quality of human resources towards the Golden Indonesia 2045. The implementation of this program has generated various responses from the public, many of which are conveyed through social media, especially Twitter (X). The opinions spread in large numbers and are unstructured require special analysis techniques to objectively determine the tendency of public sentiment. This study aims to analyze public sentiment towards the Free Nutritious Meal Program (MBG) using the Naive Bayes algorithm. The data used in this study amounted to 3,406 tweets obtained through a crawling process based on keywords related to MBG. The research stages refer to the Knowledge Discovery in Database (KDD) method which includes data selection, preprocessing (cleaning, case folding, tokenizing, normalization, stopword removal, and stemming), sentiment labeling, feature transformation using TF-IDF, division of training data and test data, classification process using Naive Bayes, and model evaluation using a confusion matrix. The results of the study indicate that positive sentiment is more dominant than negative sentiment. The model evaluation yielded an accuracy of 0.74, with precision and recall of 0.73 and 0.81 in the positive class, and 0.76 and 0.66 in the negative class, respectively, and an average F1-score of 0.74. Based on the confusion matrix, the model successfully classified 294 positive and 212 negative data items correctly. These results indicate that the combination of lexicon-based, TF-IDF, and Naive Bayes methods performed quite well in analyzing public opinion sentiment regarding the MBG program.

Keywords: Sentiment analysis, Free Nutritional Meal Program, Naive Bayes, TF-IDF, Twitter