

ABSTRAK

Program Makan Bergizi Gratis merupakan salah satu kebijakan yang bertujuan untuk menurunkan angka *stunting* di Indonesia serta meningkatkan kualitas gizi masyarakat, terutama pada anak-anak sekolah. Kebijakan ini mendapatkan beragam tanggapan dari masyarakat, salah satunya melalui media sosial X yang menjadi ruang bagi pengguna untuk menyampaikan opini, dukungan, maupun kritik. Penelitian ini bertujuan untuk mengevaluasi kinerja algoritma *Support Vector Machine* dan *Decision Tree* dalam mengklasifikasikan sentimen pengguna media sosial X terhadap Program Makan Bergizi Gratis. Data yang digunakan dalam penelitian ini berjumlah 1.200 tweet berbahasa Indonesia yang dikumpulkan pada periode Juli 2025 sampai Februari 2026 menggunakan google colab dengan tools tweet harvest. Tahapan penelitian meliputi proses *preprocessing* yang terdiri atas *cleaning*, *case folding*, *tokenizing*, *normalization*, *stopword removal*, dan *stemming*. Selanjutnya, metode *TF-IDF* digunakan untuk melakukan ekstraksi fitur teks agar data dapat direpresentasikan dalam bentuk numerik. Dataset kemudian dibagi menjadi data latih dan data uji dengan rasio 80:20. Evaluasi model dilakukan menggunakan *confusion matrix* dengan memperhatikan nilai *accuracy*, *precision*, *recall*, dan *F1-Score*. Hasil penelitian menunjukkan bahwa algoritma *Support Vector Machine* memiliki performa yang lebih baik dibandingkan *Decision Tree* dalam mengklasifikasikan sentimen pengguna media sosial X terhadap Program Makan Bergizi Gratis. Algoritma *SVM* memperoleh nilai *accuracy* sebesar 75,42%, *precision* 74,65%, *recall* 75,42%, dan *F1-Score* 74,96%. Sementara itu, algoritma *Decision Tree* menghasilkan nilai *accuracy* sebesar 72,08%, *precision* 73,33%, *recall* 72,08%, dan *F1-Score* 72,59%. Berdasarkan hasil tersebut, dapat disimpulkan bahwa pendekatan *Support Vector Machine* lebih efektif dalam mengategorikan opini pengguna media sosial X ke dalam sentimen positif, negatif, dan netral terkait Program Makan Bergizi Gratis.

Kata Kunci : Analisis Sentimen, *Support Vector Machine*, *Decision Tree*, *TF-IDF*, Media Sosial X, Program Makan Bergizi Gratis.

ABSTRACT

The Free Nutritious Meal Program is a public policy aimed at reducing *stunting* rates in Indonesia while improving the nutritional quality of society, particularly among schoolchildren. This policy has received various responses from the public, including through social media platform X, which has become a space for users to express opinions, support, and criticism. This study aims to evaluate the performance of the *Support Vector Machine* and *Decision Tree* algorithms in classifying the sentiments of X social media users toward the Free Nutritious Meal Program. The data used in this study consisted of 1,200 Indonesian-language tweets collected from July 2025 to February 2026 using Google Colab with the Tweet Harvest tool. The research stages included *preprocessing*, consisting of *cleaning*, *case folding*, *tokenizing*, *normalization*, *stopword removal*, and *stemming*. Furthermore, the *TF-IDF* method was applied to extract textual features so that the data could be represented in numerical form. The dataset was then divided into training and testing data using an 80:20 ratio. Model evaluation was conducted using a *confusion matrix* by considering *accuracy*, *precision*, *recall*, and *F1-Score* values. The results show that the *Support Vector Machine* algorithm achieved better performance than the *Decision Tree* algorithm in classifying the sentiments of X social media users toward the Free Nutritious Meal Program. The *SVM* algorithm obtained an *accuracy* of 75.42%, *precision* of 74.65%, *recall* of 75.42%, and *F1-Score* of 74.96%. Meanwhile, the *Decision Tree* algorithm achieved an *accuracy* of 72.08%, *precision* of 73.33%, *recall* of 72.08%, and *F1-Score* of 72.59%. Based on these results, it can be concluded that the *Support Vector Machine* approach is more effective in categorizing the opinions of X social media users into positive, negative, and neutral sentiments regarding the Free Nutritious Meal Program.

Keywords : Sentiment Analysis, *Support Vector Machine*, *Decision Tree*, *TF-IDF*, Social Media X, Free Nutritious Meal Program.