

ABSTRAK

Penerapan kebijakan Uang Kuliah Tunggal (UKT) di perguruan tinggi negeri di Indonesia menimbulkan berbagai reaksi dari masyarakat, khususnya mahasiswa, karena dianggap tidak selalu mencerminkan kondisi ekonomi mereka. X sebagai platform media sosial yang bersifat cepat dan terbuka sering digunakan masyarakat untuk menyuarakan opini terkait isu ini. Penelitian ini bertujuan untuk menganalisis sentimen masyarakat terhadap perubahan kebijakan UKT dengan memanfaatkan algoritma klasifikasi *K-Nearest Neighbor (KNN)*. Data yang digunakan berupa 1000 *tweet* yang diperoleh melalui proses *crawling* dengan kata kunci “UKT”. Selanjutnya, data dianalisis melalui *tahapan preprocessing teks*, pembobotan kata menggunakan metode *TF-IDF*, dan klasifikasi sentimen ke dalam tiga kategori: positif, negatif, dan netral. Hasil penelitian menunjukkan bahwa mayoritas sentimen masyarakat terhadap perubahan UKT bersifat negatif. Evaluasi performa algoritma KNN menunjukkan tingkat *accuracy* sebesar 89,3%, *precision* 88,2%, dan *recall* 87,3%. Temuan ini diharapkan dapat memberikan masukan kepada pemangku kebijakan pendidikan tinggi dalam menilai persepsi publik terhadap kebijakan UKT dan sebagai studi penerapan *text mining* dalam analisis opini media sosial.

Kata Kunci: *UKT, K-Nearest Neighbor, Analisis Sentimen, X, TF-IDF*

ABSTRACT

The implementation of the Single Tuition Fee (UKT) policy at public universities in Indonesia has sparked various reactions, especially from students, who often view it as misaligned with their financial conditions. X, as a fast-paced and open social media platform, is frequently used by the public to voice opinions regarding this issue. This study aims to analyze public sentiment toward changes in the UKT policy by utilizing the K-Nearest Neighbor (KNN) classification algorithm. The data used consists of 1,000 tweets collected through crawling with the keyword “UKT.” The data were processed through several stages, including text preprocessing, term weighting using the TF-IDF method, and sentiment classification into three categories: positive, negative, and neutral. The results show that most public sentiment regarding UKT changes is negative. The evaluation of the KNN algorithm's performance yielded an accuracy of 89.3%, precision of 88.2%, and recall of 87.3%. These findings are expected to provide valuable insights for higher education policymakers in understanding public perception of the UKT policy and demonstrate the application of text mining in analyzing social media opinions.

Keywords: *UKT, K-Nearest Neighbor, Sentiment Analysis, X, TF-IDF*