ABSTRAK

Merdeka Belajar Kampus Merdeka (MBKM) merupakan kebijakan dari Kemendikbud RI yang berperan penting dalam pembelajaran yang otonom dan fleksibel pada kegiatan belajar mahasiswa di luar program studi. Namun, MBKM memiliki pro dan kontra sehingga perlu dilakukan analisis dan evaluasi kebijakannya untuk meningkatkan kinerja melalui umpan balik dari masyarakat. Penelitian ini akan melakukan sentimen analisis pada kebijakan MBKM pada komentar pengguna Instagram dari tahun 2023 - 2024 terhadap akun Instagram @kampusmerdeka.ri, @pertukaranmahasiswamerdeka, @kampusmengajar, @magangmerdeka. *Support Vector Machine* dan *Naïve Bayes* digunakan untuk menganalisis sentimen *multiclass* pada komentar Instagram. Adapun hasil data awal komentar berjumlah 2028 komentar. Kemudian dilakukan *pre-processing* yaitu *remove punch, url,etc,* normalisasi data*, tokenizing*, *stemming* hingga *stopword* sehingga mendapatkan data bersih berjumlah 1874 komentar. Hasil labelling komentar Instagram mengenai program Merdeka Belajar Kampus Merdeka (MBKM) mayoritasnya netral dengan rincian sentiment positif 21,7%, sentiment netral 67,4%, dan sentiment negatif 10,9%. Adapun hasil akurasi dari kedua metode yaitu *support vector machine* dengan kernel rbf menghasilkan *accuracy* sebesar 95 dengan rincian *precision* 96%, *recall* 95%, dan f-1 *score* 95%. Sedangkan menggunakan algoritma naive bayes dengan jenis multinomial menghasilkan *accuracy* 90 dengan rincian *precision* 91%, *recall* 90%, dan f-1 *score* 90%. Jadi dapat dirangkumkan bahwa metode *support vector machine* merupakan algoritma dengan akurasi yang cocok untuk mengklasifikasikan data tanggapan masyarakat Indonesia terhadap Merdeka Belajar Kampus Merdeka (MBKM) dibandingkan metode *naïve bayes.*

Kata kunci : MBKM, analisis sentiment, Instagram, SVM, naïve bayes

ABSTRACT

Merdeka Learning Merdeka Campus (MBKM) is a policy from the Indonesian Ministry of Education and Culture which plays an important role in autonomous and flexible learning in student learning activities outside the study program. However, MBKM has pros and cons, so it is necessary to analyze and evaluate its policies to improve performance through feedback from the public. This research will conduct a sentiment analysis on the MBKM policy on comments from Instagram users from 2023 - 2024 on Instagram accounts @kampusmerdeka.ri, @pertukaranmahasiswamerdeka, @kampusmengajar, @magangmerdeka. Support Vector Machine and Naïve Bayes are used to analyze multiclass sentiment on Instagram comments. The results of the initial data comments amounted to 2028 comments. Then pre-processing was carried out, namely removing punch, url, etc, data normalization, tokenizing, stemming to stopwords so as to get clean data totaling 1874 comments. The results of labeling Instagram comments regarding the Merdeka Learning Campus Merdeka (MBKM) program are mostly neutral with details of positive sentiment 21.7%, neutral sentiment 67.4%, and negative sentiment 10.9%. The results of the accuracy of the two methods, namely the support vector machine with the rbf kernel, produce an accuracy of 95 with details of 96% precision, 95% recall, and 95% f-1 score. Meanwhile, using the naive Bayes algorithm with multinomial type produces an accuracy of 90 with details of 91% precision, 90% recall, and 90% f-1 score. So it can be summarized that the support vector machine method is an algorithm with suitable accuracy for classifying data on Indonesian people's responses to Merdeka Learning Kampus Merdeka (MBKM) compared to the naïve Bayes method.

Method keywords : MBKM, sentiment analysis, Instagram, SVM, naïve Bayes