

ABSTRAK

Program makan siang gratis yang diinisiasi pemerintah menimbulkan berbagai reaksi di media sosial X. Penelitian ini bertujuan untuk menganalisis sentimen masyarakat terhadap program tersebut menggunakan metode *Long Short-Term Memory* (LSTM), serta mengembangkan aplikasi web untuk menampilkan hasil klasifikasi sentimen secara interaktif. Data dikumpulkan melalui crawling dan diproses melalui tahapan preprocessing, pelabelan sentimen, dan resampling. Model LSTM diuji dengan tiga skenario pembagian data: 80:20, 70:30, dan 60:40, dengan akurasi tertinggi sebesar 97% pada skenario 80:20. Mayoritas sentimen yang dianalisis bersifat positif, menunjukkan dukungan terhadap program. Aplikasi web berbasis Flask dikembangkan untuk memudahkan visualisasi hasil analisis. Evaluasi sistem dilakukan melalui pengujian black-box dan kuesioner, yang menunjukkan bahwa sistem berfungsi dengan baik dan mendapat tanggapan positif. Penelitian ini berkontribusi dalam pengembangan analisis sentimen berbahasa Indonesia dan penerapan deep learning pada media sosial, serta menjadi acuan dalam evaluasi kebijakan publik.

Kata kunci: Analisis Sentimen, Media Sosial X, Program Makan Siang Gratis, LSTM, Text Mining

ABSTRACT

The government-initiated free lunch program has sparked various reactions on social media platform X. This study aims to analyze public sentiment toward the program using the Long Short-Term Memory (LSTM) method and to develop a web-based application for interactive sentiment classification results. Data was collected through crawling and processed through preprocessing, sentiment labeling, and resampling stages. The LSTM model was tested using three data split scenarios: 80:20, 70:30, and 60:40, with the highest accuracy of 97% achieved in the 80:20 scenario. The majority of sentiments analyzed were positive, indicating public support for the program. A Flask-based web application was developed to facilitate real-time visualization of analysis results. System evaluation was conducted through black-box testing and questionnaires, showing that the system performed well and received positive user feedback. This research contributes to the development of Indonesian-language sentiment analysis, the application of deep learning to social media, and serves as a reference for evaluating public policies.

Keywords: Sentiment Analysis, Social Media X, Free Lunch Program, LSTM, Text Mining