

CHAPTER 1

INTRODUCTION

1.1 Overview

Social media has grown in popularity and effectiveness in recent years as a means of rapidly disseminating information. A large number of individuals utilize it effectively, particularly in Indonesia. A lot of individuals oppose government initiatives on social media. The Free Meal Program has been the most talked about program and a trending issue on different social media platforms since the presidential election debate, the presidential election process, and the inauguration of Gibran Rakamubi Raka and Mr. Prabowo Subianto as Indonesia's eighth president in 2024. There have been mixed reactions to this program on social media; some have been complimentary, while others have been hostile or cynical. The Python programming language, Google Collab, and machine learning are used in this work to apply sentiment analysis approaches. Finding trends in the public's perception of this program is the aim of this study. The goal of this study is to shed light on the efficacy of the free lunch program so that it may serve as a foundation for future program evaluations and improved laws.

1.2 Problem Background

The Indonesian government introduced the Free Meals Program as a way to improve the nutritional status of the poor and help communities cope with the economic crisis, but its success has been largely based on the acceptance of the Indonesian public. Although complex and unstructured, social media offers a wealth of information about public reactions in real time. To overcome this difficulty and understand how the public perceives the Prabowo-Gibran administration's free meal program, an appropriate data analysis method is needed, which involves applying sentiment analysis to Twitter data. This knowledge is essential for policymakers to make proper assessments of the program.

1.3 Problem Statement

Social media has become one of the main platforms for people to express their opinions on government policies, including social programs such as the Free Meal Program. As one of the Indonesian government's efforts to improve the nutritional intake and welfare of students from low-income families, this program has great potential to provide social benefits. However, public responses to this program are not always uniform.

A variety of sentiments, both positive and negative, appear on social media, reflecting support, criticism, or dissatisfaction. Negative sentiments often highlight issues such as uneven distribution of aid, questionable food quality, or lack of transparency in program implementation. On the other hand, positive sentiments indicate that many people appreciate this government initiative as a strategic step to reduce the economic burden on the underprivileged.

Unfortunately, this broad public response has not been systematically analyzed to provide reliable insights to policymakers. Without a deep understanding of public perception, the government risks facing challenges in increasing public acceptance and program effectiveness. Therefore, machine learning-based sentiment analysis is needed to identify sentiment patterns on social media accurately and efficiently. Thus, the results of the analysis can be the basis for continuous evaluation and improvement of policies.

This issue is relevant to ensure that public policies such as the Free Meal Program are not only implemented well, but also receive positive acceptance from the wider community.

1.4 Research Questions

The research question of the research are as follows:

- i. What is the general sentiment of the public on Social Media towards the free meal program launched by the Prabowo-Gibran government?

- ii. Is there a certain pattern in sentiment based on time or discussion theme?
- iii. What factors influence positive and negative sentiment regarding this program?

1.5 Research Aim

This project aims to analyze public reactions on social media to the Prabowo-Gibran government's free meal program using sentiment analysis to understand public opinion patterns and factors that influence positive and negative perceptions.

1.6 Research Objective

The research objectives of this research are follows:

- i. To Gather Twitter information on the free lunch program with website scraping methods.
- ii. To Implement sentiment analysis to the gathered data in order to determine the public's perspective (positive, negative, or neutral).
- iii. To Categorize the sentiment-related primary subjects of public discourse.
- iv. To Present research to help policymakers and the government improve the caliber of social welfare initiatives.

1.7 Research Scope (Current Work)

As with all other researchers, the production and assessment of this study are subject to the following boundaries and limitations:

- i. Data Collection: The Prabowo-Gibran government's free meal program is the source of data used, which was collected via Twitter using certain keywords and hashtags.
- ii. Sentiment Analysis Method: Naive Bayes Classifier, SVM, and KNN machine learning techniques were used in the analysis process.
- iii. Topic Modelling: To find important themes in the data, unsupervised learning techniques will be applied.
- iv. Time Frame: To understand the immediate response of the public, data analysis is limited to a specific time frame around the launch of the program. The data used is relevant to this program and comes from 2023 and 2024.

1.8 Expected Research Contribution

This research is expected to provide an in-depth understanding of public perceptions of social policies through social media data analysis. The findings of this study can be valuable input for the government to evaluate and improve welfare programs in the future. In addition, this study will provide examples of the implementation of sentiment analysis that can be applied to other policies.

1.9 Thesis Organization

The remaining sections of the thesis are structured as follows:

Chapter 2 provides an extensive review of the literature on, Sentiment Analysis and Social Media, Free Meal Program in Indonesia, Sentiment Analysis Techniques for Public Policy, and classification techniques. It encompasses the research background, explores existing research gaps, and delves into the current state of the study.

Chapter 3 shows the direction of the proposed research methodology for this study. Next, the method sentiment analysis techniques is presented.

Chapter 4 describes the proposed method's findings and expected results for sentiment analysis for this research.