ABSTRAK

Penelitian ini menganalisis sentiment masyarakat Indonesia terhadap Program kartu Prakerja tentang trobosan upaya pemerintah mengatasi penganguran dan korban PHK tenaga kerja dengan *keyword* "prakerja". Metode yang digunakan untuk menganalisis opini masyarakat dengan data yang diperoleh pada sosial media *Twitter* menggunakan *Support Vector Machines* dalam mengukur tingkat keakuratan pada teknik metode yang digunakan. Penelitian ini juga menggunakan metode pengujian *confussion matrix* serta membandingkan dua kenel yaitu linear dengan RBF. Hasil evaluasi yang dilakukan pada nilai akurasi kernel linear 98.67%, precission 98%, recall 99%, dan F1-Score 98%, sedangkan pada nilai akurasi kernel RBF 98.34%, precission 97%, recall 98%, F1-Score 98%, dapat disimpulkan bahwa sentiment masyarakat dari pengguna twitter terhadap program kartu prakerja dimasa pandemi lebih condong ke netral sebesar 98,34%. Berdasarkan hasil evaluasi yang dilakukan pada nilai akurasi kernel linear menghasilkan nilai akurasi **98.67%**, sedangkan kernel RBF menghasilkan akurasi **98.34%**. Maka dari sisi akurasi kernel linear lebih baik dari pada RBF.

Kata Kunci : Prakerja, *Support Vector Machine*, Linear, RBF

ABSTRACT

This study analyzes the sentiments of the Indonesian people towards the Pre-Employment Card Program about the government's breakthrough efforts to overcome unemployment and victims of labor layoffs with the keyword "pre-employment". The method used to analyze public opinion with data obtained on social media Twitter using Support Vector Machines in measuring the level of accuracy of the technique used. This study also uses the confusion matrix test method and compares two linear kenels with RBF. The results of the evaluation carried out on the linear kernel accuracy value of 98.67%, precision 98%, recall 99%, and F1-Score 98%, while the RBF kernel accuracy value was 98.34%, precision 97%, recall 98%, F1-Score 98%, it can be concluded that the public sentiment of twitter users towards the pre-employment card program during the pandemic tends to be neutral by 98.34%. Based on the results of the evaluation carried out on the linear kernel accuracy value, the accuracy value is 98.67%, while the RBF kernel produces 98.34% accuracy. So in terms of accuracy, the linear kernel is better than RBF.

Keywords*: Pre-employment, Support Vector Machine, Linear, RBF*