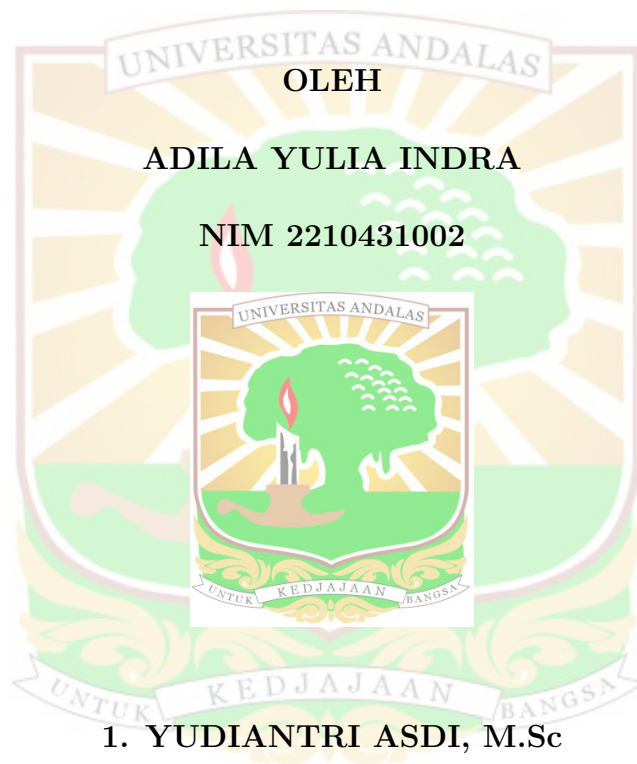


**ANALISIS SENTIMEN TERHADAP JUDUL BERITA
EKONOMI *ONLINE* PADA 100 HARI PERTAMA
PEMERINTAHAN PRABOWO-GIBRAN
MENGUNAKAN TF-IDF DAN *DECISION TREE***

SKRIPSI

PROGRAM STUDI S1 MATEMATIKA



1. YUDIANTRI ASDI, M.Sc

2. MAWANDA ALMUHAYAR, M.Sc

**DEPARTEMEN MATEMATIKA DAN SAINS DATA
FAKULTAS MATEMATIKA DAN ILMU PENGETAHUAN ALAM
UNIVERSITAS ANDALAS**

PADANG

2026

ABSTRAK

Perkembangan media *online* menjadikan judul berita sebagai salah satu bentuk penyampaian informasi mengenai berbagai isu, termasuk kebijakan ekonomi pemerintah. Penelitian ini bertujuan menerapkan metode *Term Frequency-Inverse Document Frequency* (TF-IDF) dan *Decision Tree* untuk menganalisis sentimen pada judul berita ekonomi *online* selama 100 hari pertama pemerintahan Prabowo–Gibran. Data penelitian berupa 2.858 judul berita ekonomi dari *IDX Channel* periode 20 Oktober 2024–27 Januari 2025 yang diklasifikasikan ke dalam sentimen negatif, netral, dan positif berdasarkan persepsi penilai. Tahapan penelitian meliputi *preprocessing*, pembobotan TF-IDF, klasifikasi menggunakan *decision tree*, dan evaluasi model menggunakan *confusion matrix*. Hasil penelitian menunjukkan bahwa kata dengan bobot TF-IDF tertinggi adalah "persen", "prabowo", "triliun", "indonesia", "ekonomi", "ri", "harga", "naik", "nataru", dan "juta". Model *decision tree* menghasilkan *accuracy* sebesar 74,65%, *precision* 78,78%, *recall* 74,65%, dan *F1-score* 72,38%. Hasil klasifikasi menunjukkan bahwa sentimen netral mendominasi pemberitaan ekonomi, yang mengindikasikan bahwa pemberitaan pada periode tersebut cenderung bersifat informatif tanpa kecenderungan sentimen yang kuat ke arah positif maupun negatif.

Kata kunci: *analisis sentimen, TF-IDF, Decision Tree, berita ekonomi online, Prabowo–Gibran.*

ABSTRACT

The development of online media makes news headlines a means of conveying information on various issues, including the government's economic policies. This study aims to apply the Term Frequency–Inverse Document Frequency (TF-IDF) and Decision Tree methods to analyze the sentiment of online economic news headlines during the first 100 days of the Prabowo–Gibran administration. The research data consisted of 2,858 economic news headlines obtained from *IDX Channel* published between October 20, 2024, and January 27, 2025, which were classified into negative, neutral, and positive sentiments based on the raters perceptions. The research included preprocessing, TF-IDF weighting, classification using the decision tree method, and model evaluation using a confusion matrix. The results showed that the terms with the highest TF-IDF weights were "persen", "prabowo", "triliun", "indonesia", "ekonomi", "ri", "harga", "naik", "nataru", and "juta". The decision tree model achieved an accuracy of 74.65%, a precision of 78.78%, a recall of 74.65%, and an F1-score of 72.38%. The results indicated that neutral sentiment dominated the economic news headlines, suggesting that the news coverage during this period was generally informative without a strong tendency toward either positive or negative sentiment.

Keywords: *sentiment analysis, TF-IDF, Decision Tree, online economic news, Prabowo–Gibran.*