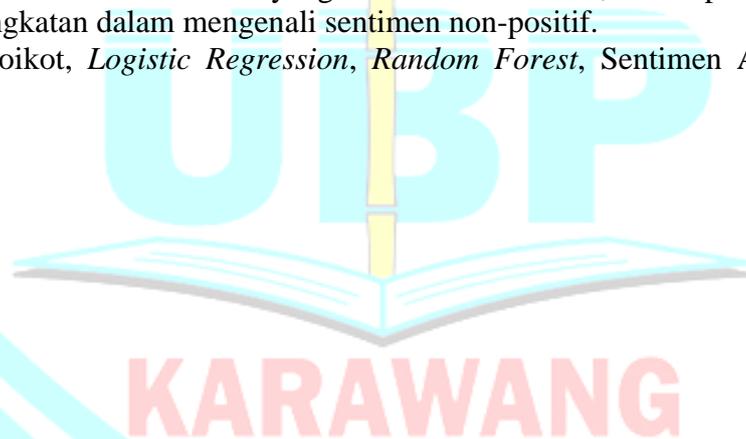


## ABSTRAK

Penelitian ini bertujuan untuk menganalisis sentimen publik terhadap gerakan boikot terhadap Israel di platform X dengan menerapkan algoritma Random Forest dan Logistic Regression. Studi ini menggunakan 616 tweet yang dikumpulkan melalui web crawling dengan kata kunci yang relevan seperti "Boikot", "Israel", dan "Palestina", mencakup periode dari 1 Maret 2023 hingga 30 Januari 2025. Dataset mengalami proses prapemrosesan yang mencakup pembersihan data, normalisasi, penghapusan stopword, tokenisasi, dan stemming. Pelabelan sentimen dilakukan secara manual, dengan mengkategorikan data ke dalam kelas positif, negatif, dan netral. TF-IDF digunakan untuk pembobotan fitur. Data dibagi menjadi 80% data latih dan 20% data uji. Model Random Forest mencapai akurasi sebesar 70%, sementara Logistic Regression mencapai 68%. Kedua model menunjukkan akurasi yang lebih tinggi dalam memprediksi sentimen positif dibandingkan dengan negatif dan netral. Hasil penelitian menunjukkan bahwa opini publik terhadap gerakan boikot di media sosial cenderung mendukung, dengan kata "Boikot", "Israel", dan "Palestina" menjadi istilah yang paling dominan. Random Forest menunjukkan performa klasifikasi yang sedikit lebih baik, meskipun masih diperlukan peningkatan dalam mengenali sentimen non-positif.

**Kata Kunci:** Boikot, *Logistic Regression*, *Random Forest*, Sentimen Analisis, Sosial Media



## ABSTRACT

*This research aims to analyze public sentiment toward the boycott movement against Israel on the X platform by applying Random Forest and Logistic Regression algorithms. The study uses 616 tweets collected through web crawling with relevant keywords such as "Boikot", "Israel", and "Palestine", covering the period from March 1, 2023 to January 30, 2025. The dataset underwent preprocessing including cleaning, normalization, stopword removal, tokenization, and stemming. Sentiment labeling was conducted both manually, categorizing the data into positive, negative, and neutral classes. TF-IDF was used for feature weighting. The data was split into 80% training and 20% testing. The Random Forest model achieved an accuracy of 70%, while Logistic Regression reached 68%. Both models showed higher accuracy in predicting positive sentiment compared to negative and neutral. The results suggest that public opinion on the boycott movement on social media tends to be supportive, with "Boikot," "Israel," and "Palestine" being the most dominant terms. Random Forest performed slightly better in classification, though improvements are needed in recognizing non-positive sentiments.*

**Keyword:** *Boycott, Logistic Regression, Random Forest, Sentiment Analysis, Social Media*

