

Social Media Sentiment Analysis Based on Emancipated Learning (Kurikulum Merdeka)

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ABSTRACT

Sentiment analysis analyzes the emotions and attitudes expressed in text data. This study uses sentiment analysis to understand people's enthusiasm toward the Kemdikbud RI YouTube channel. This study's primary objective is to investigate people's acceptance of the information related to Kurikulum Merdeka. In order to get a deep understanding of it, a large dataset of user comments from YouTube was collected. The data pre-processing was cultivated by removing stop words, punctuations, and irrelevant information. Using Text Blob and VADER approaches, comments are classified into positive, neutral, and negative categories. The result shows that most users have a positive sentiment regarding the information and tutorial on Kurikulum Merdeka, specifically for teachers. The contribution of this study is to provide insights into the sentiment of people's response to Kurikulum Merdeka's implementation in the school setting, which can inform user acceptance of the language model development and guide its future applications. Positive comments dominated as 452 emerged, with only 60 neutral comments, while 250 showed negative emotional behaviors. Surprisingly, The pattern emerges by writing symbols with a sarcastic tone with negative, neutral, and positive tendencies. Responses are not overtly blasphemous, flattering, or impartial to either pole. The sentiment implies support for an independent curriculum to move forward and is not merely a product of practical politics. However, this research could not investigate the background of the commenters on the Kemdikbud RI YouTube channel.

Kata Kunci: emancipated learning; social media; sentiment analysis; Kemdikbud