

## ABSTRACT

The presidential and vice-presidential elections are crucial moments that reflect political dynamics and people's aspirations for the democratic process. The rapid development of social media provides an opportunity for users to freely express their opinions. Thus, analyzing public opinion on each candidate pair is an important key to understanding how the public views and the political dynamics that occur during the presidential election. This research focuses on combining topic modeling and sentiment analysis on the 2024 presidential election *tweet* data. This research combines the Latent Dirichlet Allocation (LDA) method and the Robustly Bidirectional *Encoder for Transformers* approach (RoBERTa) for topic modeling and sentiment analysis. Topic modeling on each candidate pair using LDA resulted in a total of five different topic categories namely Debate, Campaign, Work program, Supporters, and conflict. Sentiment analysis using RoBERTa produced the highest performance with 81.20% accuracy.

**Keywords:** BERT, LDA, Presidential Election, RoBERTa, Sentiment Analysis, Topic Modeling