INTISARI

Penelitian ini bertujuan untuk membangun sistem analisis sentimen masyarakat terhadap perpindahan ibu kota pada platform media social menggunakan algoritma Support Vector Machine (SVM) dan Lexicon Based. Penelitian ini membatasi variable penelitian pada analisis sentimen terhdapa perpindahan ibu kota pada platform media sosial twitter, instagram dan facebook. Metode penelitian yang digunakan meliputi pengumpulan data, preprocessing data dan analisis sentimen menggunakan algoritma SVM dengan tambahan Lexicon Based dan SVM tanpa tambahan Lexicon Based. Hasil penelitian menunjukkan bahwa penggunaan metode SVM dengan tambahan Lexicon Based memberikan akurasi tertinggi sebesar 97,21%, presisi sebesar 100%, recall sebesar 89,42%, dan F1 Score sebesar 94,24%. Sementara itu, metode SVM tanpa tambahan Lexicon Based memiliki akurasi tertinggi sebesar 98,99%, presisi sebesar 100%, recall sebesar 65,98%, dan F1 Score sebesar 79,01%. Kesimpulan yang dapat diambil dari penelitian ini yaitu algoritma Support Vector Machine tanpa tambahan Lexicon Based menunjukan kinerja yang lebih baik dalam memprediksi terkait sentimen masyarakat terhadap perpindahan ibu kota terutama pada akurasi dan presisi. Namun, metode Support Vector Machine dengan tambahan Lexicon Based memiliki nilai recall yang lebih tinggi hal ini menunjukan kinerjanya dalam mengidentifikasi lebih banyak data positif sebenarnya.

Kata kunci: analisis sentimen, ibu kota, SVM, lexicon based.

ABSTRACT

This research aims to develop a system for analyzing public sentiment regarding the relocation of the capital city on social media platforms using the Support Vector Machine (SVM) and Lexicon Based algorithms. This research limits the research variables to sentiment analysis regarding the relocation of the capital city on the social media platforms Twitter, Instagram and Facebook. The research methods used include data collection, data preprocessing and sentiment analysis using the SVM algorithm with the addition of Lexicon Based and SVM without the addition of Lexicon Based. The research results show that using the SVM method with the addition of Lexicon Based provides the highest accuracy of 97.21%, precision of 100%, recall of 89.42%, and F1 Score of 94.24%. Meanwhile, the SVM method without the addition of Lexicon Based has the highest accuracy of 98.99%, precision of 100%, recall of 65.98%, and F1 Score of 79.01%. The conclusion that can be drawn from this research is that the Support Vector Machine algorithm without the addition of Lexicon Based shows better performance in predicting public sentiment towards the move of the capital city, especially in terms of accuracy and precision. However, the Support Vector Machine method with the addition of Lexicon Based has a higher recall value, this shows its performance in identifying more positive data.

Keywords: sentiment analysis, capital city, SVM, lexicon based.