

INTISARI

Penelitian ini menganalisis sentimen masyarakat Indonesia terhadap dampak teknologi Deepfake melalui media sosial X (Twitter), serta membandingkan performa algoritma Naïve Bayes Classifier (NBC) dan Support Vector Machine (SVM) dalam klasifikasi sentimen. Sebanyak 1.050 tweet dikumpulkan menggunakan teknik crawling, kemudian diproses melalui tahapan cleaning yang menghasilkan 946 data dikarenakan terdapat duplikasi data, lalu melakukan tahap preprocessing, pembobotan TF-IDF, dan klasifikasi ke dalam kategori positif, netral, dan negatif. Hasil menunjukkan bahwa NBC dan SVM secara berurutan mencapai akurasi 80% dan 83.15%, mengindikasikan efektivitas metode SVM dalam metrik evaluasi akurasi lebih tinggi dibandingkan metode NBC dalam analisis sentimen teks pendek. Temuan ini mendukung pemanfaatan metode klasifikasi tersebut untuk isu-isu sosial di media sosial.

Kata kunci: Kecerdasan buatan, Twitter, Deepfake, Analisis sentimen, Naïve Bayes Classifier, Support Vector Machine

ABSTRACT

This study analyzes Indonesian public sentiment towards the impact of Deepfake technology through social media X (Twitter), and compares the performance of the Naïve Bayes Classifier (NBC) and Support Vector Machine (SVM) algorithms in sentiment classification. A total of 1,050 tweets were collected using the crawling technique, then processed through the cleaning stage which produced 946 data due to data duplication, then carried out the preprocessing stage, TF-IDF weighting, and classification into positive, neutral, and negative categories. The results show that NBC and SVM respectively achieved accuracies of 80% and 83.15%, indicating the effectiveness of the SVM method in the accuracy evaluation metric is higher than the NBC method in short text sentiment analysis. These findings support the use of these classification methods for social issues on social media.

Keywords: Artificial Intelligence, Twitter, Deepfake, Sentiment Analysis, Naïve Bayes Classifier, Support Vector Machine