

INTISARI

Penelitian ini berjudul “Klasifikasi Review Konsumen tentang Produk Skincare Skintific pada Platform X Menggunakan Metode Lexicon-Based dan Support Vector Machine (SVM)”. Tujuan dari penelitian ini adalah untuk mengidentifikasi kecenderungan opini konsumen terhadap produk skincare Skintific melalui pendekatan analisis sentimen berbasis kombinasi Lexicon-Based dan algoritma Support Vector Machine (SVM). Data penelitian diperoleh dari platform X (Twitter) melalui proses scraping, yang menghasilkan sebanyak 4.464 tweet berbahasa Indonesia dalam periode April 2024 hingga 2025. Analisis dilakukan melalui tahapan sistematis, meliputi pre-processing (cleansing, normalisasi, tokenisasi, stopwords removal, stemming), pelabelan otomatis menggunakan kamus sentimen InSet, ekstraksi fitur menggunakan metode TF-IDF, serta pelatihan dan pengujian model Support Vector Machine (SVM). Sentimen dikategorikan ke dalam dua kelas utama, yaitu positif dan negatif. Hasil evaluasi menunjukkan bahwa model Support Vector Machine (SVM) berhasil mencapai akurasi sebesar 86,96% pada data uji, dengan nilai precision, recall, dan F1-score yang menunjukkan stabilitas kinerja dalam mengklasifikasikan opini konsumen. Penelitian ini membuktikan bahwa integrasi metode Lexicon-Based dan Support Vector Machine (SVM) mampu mengolah data opini konsumen dalam bentuk teks pendek secara akurat dan efisien. Selain itu, hasil analisis ini dapat dimanfaatkan oleh pelaku industri skincare dalam memahami persepsi pasar serta menyusun strategi pemasaran yang lebih responsif terhadap preferensi dan keluhan pengguna.

Kata kunci: Analisis Sentimen, Skintific, Lexicon-Based, Support Vector Machine (SVM), platform X

ABSTRACT

This research, titled “Consumer Review Classification of Skintific Skincare Products on Platform X Using the Lexicon-Based Method and Support Vector Machine (SVM)”, aims to analyze public opinion trends toward Skintific skincare products through a sentiment analysis approach combining the Lexicon-Based method and the Support Vector Machine (SVM) algorithm. The dataset was collected from platform X (Twitter) using a scraping technique, resulting in 4,464 Indonesian-language tweets posted between April 2024 and 2025. The analysis involved several systematic stages, including data preprocessing (cleaning, normalization, tokenization, stopword removal, and stemming), automatic sentiment labeling using the InSet sentiment lexicon, feature extraction through the TF-IDF method, and classification using the SVM model. Sentiments were classified into two main categories: positive and negative. Evaluation results showed that the SVM model achieved an accuracy of 86.96% on test data, with precision, recall, and F1-score values indicating stable and reliable classification performance. The findings demonstrate that the combination of Lexicon-Based techniques and SVM is effective for accurately processing short-text consumer reviews. Furthermore, the results offer valuable insights for skincare industry stakeholders in understanding consumer perception and developing data-driven marketing strategies that align with user preferences and concerns.

Keywords: Sentiment Analysis, Skintific, Lexicon-Based, Support Vector Machine (SVM), platform X