INTISARI

Penelitian ini berjudul *"*Analisis Sentimen publik terhadap kasus oplosan pertamax di media sosial X (Twitter) menggunakan algoritma *Support Vector Machine"*. Tujuan penelitian ini adalah untuk mengetahui persepsi pengguna terhadap kasus oplosan pertamax melalui pendekatan analisis sentimen berbasis model SVM. Data yang digunakan diperoleh dari *platform* X (Twitter) melalui proses *crawling*, yang menghasilkan 2.880 tweet berbahasa Indonesia. Analisis dilakukan melalui beberapa tahapan, meliputi *pre-processing*, pelabelan otomatis, pelatihan dan evaluasi model. Sentimen diklasifikasikan ke dalam tiga kategori, yaitu positif, negatif, dan netral. Hasil penelitian menunjukkan bahwa mayoritas opini pengguna termasuk dalam sentimen negatif, yang mencerminkan kekecewaan masyarakat terhadap kasus ini. Selain itu, model SVM menunjukkan performa tinggi dengan akurasi mencapai 96% serta nilai *precision 97%, recall 97%,* dan *F1-score 96%* yang konsisten. Hal ini membuktikan bahwa SVM efektif dalam mengklasifikasikan sentimen dalam bahasa Indonesia, terutama dalam konteks opini terhadap kasus oplosan pertamax.

Kata kunci: Analisis Sentimen, oplosan pertamax, SVM.

ABSTRACT

This study is titled "Analysis of public sentimen towards the Pertamax adulteration case on social media X (Twitter) using the Support Vector Machine algorithm." The purpose of this study is to determine users' perceptions of the Pertamax adulteration case through a sentimen analysis approach based on the SVM model. The data used was obtained from the X (Twitter) platform through a crawling process, which produced 2,880 tweets in Indonesian. The analysis was conducted in several stages, including pre-processing, automatic labeling, model training, and evaluation. Sentimens were classified into three categories: positive, negative, and neutral. The results showed that the majority of user opinions were negative, reflecting public disappointment with this case. In addition, the SVM model showed high performance with an accuracy of 96% and consistent precision, recall, and F1-score values of 97% and 96%, respectively. This proves that SVM is effective in classifying sentimen in Indonesian, especially in the context of opinions on the Pertamax adulteration case.

Keyword: Sentimen Analysis, Blend Pertamax, SVM.