

INTISARI

Platform Google Maps merupakan wadah bagi pengunjung untuk menyampaikan opini melalui ulasan. Penelitian ini bertujuan membandingkan performa algoritma *Support Vector Machine* dan *XGBoost* dalam analisis sentimen ulasan pengunjung Wana Wisata Baturraden. Data dikumpulkan menggunakan teknik *scraping* dan diperoleh sebanyak 4.096 ulasan. Setelah melalui tahapan *preprocessing* yang meliputi *cleaning*, tokenisasi, normalisasi, *stopword removal*, dan *stemming*, data yang digunakan dalam proses analisis berjumlah 2.912 ulasan. Pembobotan kata dilakukan menggunakan metode TF-IDF, serta teknik SMOTE diterapkan untuk mengatasi ketidakseimbangan kelas. Hasil penelitian menunjukkan bahwa algoritma *Support Vector Machine* memiliki kinerja yang lebih baik dibandingkan *XGBoost* dengan tingkat akurasi 94,52% sebelum SMOTE dan 94,86% sesudah SMOTE, sedangkan *XGBoost* memperoleh akurasi sebesar 92,80% sebelum SMOTE dan 93,15% sesudah SMOTE. Temuan ini menunjukkan bahwa *Support Vector Machine* lebih efektif dalam mengklasifikasikan sentimen positif dan negatif. Penelitian ini diharapkan dapat memberikan kontribusi dalam penerapan metode *machine learning* untuk memahami opini pengunjung pada *platform Google Maps*. Khususnya dalam konteks objek wisata.

Kata kunci: Analisis Sentimen; *Support Vector Machine*; *XGBoost*; Google Maps; Objek Wisata

ABSTRACT

The Google Maps platform is a place for visitors to express their opinions through reviews. This study aims to compare the performance of the Support Vector Machine and XGBoost algorithms in analyzing the sentiment of visitor reviews of Wana Wisata Baturraden. Data was collected using scraping techniques and a total of 4,096 reviews were obtained. After going through the preprocessing stages, which included cleaning, tokenization, normalization, stopword removal, and stemming, the data used in the analysis process amounted to 2,912 reviews. Word weighting was carried out using the TF-IDF method, and the SMOTE technique was applied to overcome class imbalance. The results showed that the Support Vector Machine algorithm performed better than XGBoost with an accuracy rate of 94.52% before SMOTE and 94.86% after SMOTE, while XGBoost achieved an accuracy of 92.80% before SMOTE and 93.15% after SMOTE. These findings indicate that Support Vector Machine is more effective in classifying positive and negative sentiments. This research is expected to contribute to the application of machine learning methods to understand visitor opinions on the Google Maps platform, especially in the context of tourist attractions.

Keywords: Sentiment Analysis; Support Vector Machine; XGBoost; Google Maps; Tourist Attractions