INTISARI

Penelitian ini mengevaluasi pemanfaatan analisis sentimen dalam tata kelola teknologi informasi pada ulasan produk skincare moisturizer Skintific di platform Female Daily menggunakan framework COBIT 5. Permasalahan yang diangkat adalah belum optimalnya pemanfaatan analisis sentimen dalam strategi bisnis, inovasi produk, pengelolaan sumber daya manusia, dan hubungan pelanggan. Penelitian ini bertujuan untuk mengukur tingkat kapabilitas organisasi pada domain APO02 (Manage Strategy), APO04 (Manage Innovation), APO07 (Manage Human Resource), dan APO08 (Manage Relationships) serta memberikan rekomendasi peningkatan tata kelola.Metode yang digunakan adalah Support Vector Machine (SVM) dengan menggunakan TextBlob untuk menganalisis 2.798 ulasan produk. Hasil analisis sentimen yang diperoleh digunakan sebagai dasar dalam menilai tingkat kapabilitas menggunakan framework COBIT 5.

Berdasarkan hasil evaluasi, tingkat kapabilitas organisasi berada pada level 1,5, yang menunjukkan bahwa proses belum terdokumentasi dengan baik dan belum diterapkan secara terstruktur. Untuk meningkatkan efektivitas tata kelola TI, direkomendasikan penyusunan SOP berbasis analisis sentimen, peningkatan pelatihan SDM, dokumentasi evaluasi data sentimen, serta penguatan strategi komunikasi berbasis data. Implementasi rekomendasi ini diharapkan dapat membantu Female Daily dalam mengoptimalkan pemanfaatan data sentimen guna mendukung pengambilan keputusan strategis, inovasi produk, serta peningkatan hubungan dengan pelanggan.

Kata Kunci: Analisis Sentimen, COBIT 5, Female Daily, Skincare, Support Vector Machine (SVM).

ABSTRACT

This research evaluates the utilization of sentiment analysis in information technology governance on Skintific skincare moisturizer product reviews on the Female Daily platform using the COBIT 5 framework. The problem raised is that the utilization of sentiment analysis in business strategy, product innovation, human resource management, and customer relations is not optimal. This study aims to measure the level of organizational capability in domains APO02 (Manage Strategy), APO04 (Manage Innovation), APO07 (Manage Human Resource), and APO08 (Manage Relationships) and provide recommendations for improving governance.The method used is Support Vector Machine (SVM) with approach using TextBlob to analyze 2,798 product reviews. The sentiment analysis results obtained are used as the basis for assessing the level of capability using the COBIT 5 framework.

Based on the evaluation results, the organization's capability level is at level 1.5, which indicates that the process is not well documented and has not been implemented in a structured manner. To improve the effectiveness of IT governance, it is recommended to develop sentiment analysis-based SOPs, improve HR training, document sentiment data evaluation, and strengthen data-based communication strategies. The implementation of these recommendations is expected to assist Female Daily in optimizing the use of sentiment data to support strategic decision-making, product innovation, and data-driven communication strategies. The implementation of these recommendations is expected to help Female Daily optimize the use of sentiment data to support strategic decision making, product innovation, and improve customer relationships.

Keywords: Sentiment Analysis, COBIT 5, Female Daily, Skincare, Support Vector Machine (SVM).