

## INTISARI

Industri game global terus berkembang pesat, khususnya pada genre Multiplayer Online Battle Arena (MOBA) yang telah menjadi favorit pengguna perangkat mobile. Salah satu game MOBA yang mulai menarik perhatian besar di Indonesia adalah Honor of Kings (HOK), yang diluncurkan pada tanggal 18 Juni 2024. Game ini dengan cepat menjadi populer, tetapi ulasan pengguna di Google Play Store menunjukkan adanya beragam opini, mulai dari apresiasi terhadap gameplay dan grafis hingga keluhan terkait stabilitas server dan sistem matching. Skripsi ini bertujuan menganalisis sentimen ulasan pengguna untuk mengetahui opini positif dan negatif terhadap game tersebut, menggunakan algoritma Naïve Bayes Classifier (NBC) dan Support Vector Machine (SVM). Data sebanyak 877 ulasan dikumpulkan melalui teknik scraping menggunakan Google Colab, diikuti proses preprocessing yang meliputi case folding, cleansing, word normalization, tokenizing, stemming, dan stopword removal. Data kemudian dibobotkan dengan TF-IDF dan dibagi menjadi data training serta testing dengan rasio 80:20, kemudian diklasifikasikan menggunakan algoritma Naïve Bayes Classifier dan Support Vector Machine. Hasil penelitian menunjukkan bahwa dari total 877 ulasan yang kemudian dibagi menjadi 701 data ulasan sebagai data training yang dianalisis, mayoritas ulasan memiliki sentimen negatif. Perbandingan hasil klasifikasi menunjukkan bahwa algoritma Support Vector Machine memiliki akurasi lebih tinggi dari algoritma Naïve Bayes Classifier (NBC). Algoritma Naïve Bayes Classifier memiliki akurasi sebesar 85,8%, sedangkan, algoritma Support Vector Machine (SVM) mencatat akurasi yang lebih tinggi, yaitu 87,8%.

Kata kunci: Analisis Sentimen, Honor of Kings, Naïve Bayes Classifier (NBC), Support Vector Machine (SVM), Data Mining

## **ABSTRACT**

*The global gaming industry continues to grow rapidly, especially in the Multiplayer Online Battle Arena (MOBA) genre which has become a favorite of mobile device users. One MOBA game that has started to attract great attention in Indonesia is Honor of Kings (HOK), which launched on June 18, 2024. The game quickly became popular, but user reviews on the Google Play Store showed mixed opinions, ranging from appreciation of the gameplay and graphics to complaints regarding server stability and matching systems. This thesis aims to analyze the sentiment of user reviews to determine positive and negative opinions towards the game, using Naïve Bayes Classifier (NBC) and Support Vector Machine (SVM) algorithms. Data of 877 reviews were collected through scraping technique using Google Colab, followed by preprocessing process which includes case folding, cleansing, word normalization, tokenizing, stemming, and stopword removal. The data was then weighted with TF-IDF and divided into training and testing data with a ratio of 80:20, then classified using the Naïve Bayes Classifier and Support Vector Machine algorithms. The results showed that from a total of 877 reviews which were then divided into 701 review data as training data analyzed, the majority of reviews had negative sentiments. Comparison of classification results shows that the Support Vector Machine algorithm has higher accuracy than the Naïve Bayes Classifier (NBC) algorithm. The Naïve Bayes Classifier algorithm has an accuracy of 85.8%, whereas, the Support Vector Machine (SVM) algorithm recorded a higher accuracy of 87.8%.*

*Keywords: Sentiment Analysis, Honor of Kings, Naïve Bayes Classifier (NBC), Support Vector Machine (SVM), Data Mining*