INTISARI

Perkembangan Artificial Intelligence (AI) generatif telah memengaruhi dunia seni, termasuk tren Ghiblifikasi di platform X, yaitu penggunaan AI untuk membuat karya bergaya Studio Ghibli. Penelitian ini bertujuan untuk menganalisis sentimen pengguna terhadap karya seni AI generatif serta membandingkan performa algoritma Naïve Bayes dan Support Vector Machine (SVM). Sebanyak 2.971 data berbahasa Indonesia dikumpulkan melalui crawling dan diproses melalui tahapan pra-pemrosesan, pelabelan menggunakan lexicon INSET, ekstraksi fitur dengan TF-IDF, serta penyeimbangan data menggunakan metode ADASYN. Hasil pelabelan menunjukkan 65.5% sentimen positif yang tergolong "Cukup Baik", mencerminkan penerimaan publik yang cukup tinggi terhadap karya seni berbasis AI. Dataset dibagi dengan rasio 80:20 untuk pelatihan dan pengujian. Hasil menunjukkan bahwa SVM lebih unggul dengan akurasi sebesar 95.49% dibandingkan Naïve Bayes yang memperoleh akurasi sebesar 89.97%. SVM juga menunjukkan performa yang lebih stabil pada seluruh kategori sentimen. Penelitian ini diharapkan dapat memberikan gambaran persepsi publik terhadap seni berbasis AI dan menjadi acuan dalam pengembangan teknologi yang etis serta menghargai kreativitas manusia.

Kata kunci: Sentimen, AI Generatif, Ghiblifikasi, Naïve Bayes, SVM, ADASYN

ABSTRACT

The development of generative Artificial Intelligence (AI) has influenced the world of art, including the Ghiblification trend on the X platform, which involves using AI to create works in the style of Studio Ghibli. This study aims to analyze user sentiment towards generative AI artworks and compare the performance of the Naïve Bayes and Support Vector Machine (SVM) algorithms. A total of 2,971 Indonesian-language data points were collected through crawling and processed through preprocessing stages, labelling using the INSET lexicon, feature extraction with TF-IDF, and data balancing using the ADASYN method. The labelling results showed 65.5% positive sentiment classified as 'Fairly Good,' reflecting a fairly high level of public acceptance of AI-based artworks. The dataset was divided with an 80:20 ratio for training and testing. The results show that SVM is superior with an accuracy of 95.49% compared to Naïve Bayes, which achieved an accuracy of 89.97%. SVM also demonstrated more stable performance across all sentiment categories. This study is expected to provide insights into public perception of AI-based art and serve as a reference for the development of ethical technology that values human creativity.

Keywords: Sentiment, Generative AI, Ghiblification, Naïve Bayes, SVM, ADASYN