

INTISARI

Penelitian ini menganalisis opini publik terhadap tren lari di Indonesia menggunakan data Twitter dan algoritma Support Vector Machine (SVM). Dengan tujuan mengklasifikasikan sentimen positif dan negatif, penelitian ini mengumpulkan 3.540 data tweet dari Januari hingga Desember 2024 melalui web scraping. Data melalui preprocessing seperti case folding, cleaning, normalization, tokenizing, stopwords removal, dan stemming, kemudian pembobotan kata dengan TF-IDF. Hasil menunjukkan mayoritas 2.217 data bersentimen negatif dan 1.323 positif. Model SVM mencapai akurasi 94,35%, presisi 96,35%, recall 88,47%, dan F1-score 92,24%, menunjukkan efektivitas dalam membedakan sentimen. Temuan ini memberikan wawasan bagi komunitas dan brand olahraga untuk strategi berbasis data.

Kata Kunci: Analisis Sentimen, Opini Publik, Support Vector Machine (SVM), Tren Lari, Twitter.

ABSTRACT

This study analyzed public opinion on running trends in Indonesia using Twitter data and the Support Vector Machine (SVM) algorithm. Aiming to classify positive and negative sentiments , the research collected 3,540 tweets from January to December 2024 via web scraping. Data underwent preprocessing, including case folding, cleaning, normalization, tokenizing, stopword removal, and stemming, then weighted with TF-IDF. Results revealed a majority of 2,217 negative and 1,323 positive sentiments. The SVM model achieved 94.35% accuracy, 96.35% precision, 88.47% recall, and 92.24% F1-score, demonstrating effectiveness in sentiment differentiation. These findings offer valuable insights for running communities and sports brands for data-driven strategies.

Keywords: Sentiment Analysis, Public Opinion, Support Vector Machine (SVM), Running Trend, Twitter.

