ABSTRAK

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Media sosial menjadi platform utama untuk berbagi informasi, termasuk platform berbasis video sharing seperti Youtube, yang menyediakan konten edukasi, informasi, dan hiburan bagi masyarakat. Melalui fitur komentar, pengguna dapat menyampaikan pendapat dan respon, yang kemudian dapat dianalisis untuk memahami pandangan masyarakat. Analisis sentimen adalah metode yang digunakan untuk menganalisis teks dan menentukan apakah sentimen yang terkandung bersifat positif, negatif, atau netral. Metode ini bermanfaat untuk mengevaluasi opini terhadap suatu isu atau objek tertentu. Penelitian ini berfokus pada analisis komentar publik terkait pro dan kontra terhadap kemenangan peserta MasterChef Indonesia Season 11 di YouTube. Data yang diperoleh dianalisis menggunakan algoritma *Support Vector Machine* dan *Gaussian Naïve Bayes*, dengan perbandingan performa kedua algoritma tersebut. Sebelum diterapkan teknik *oversampling* untuk penyeimbangan data, algoritma *Support Vector Machine* menghasilkan akurasi 82%, presisi 88%, dan *recall* 72%, sedangkan *Gaussian Naïve Bayes* menghasilkan akurasi 65%, presisi 52%, dan *recall* 81%. Setelah teknik *oversampling* diterapkan, performa *Support Vector Machine* meningkat dengan akurasi 85%, presisi 84%, dan *recall* 89%, sementara *Gaussian Naïve Bayes* memperoleh akurasi 72%, presisi 68%, dan *recall* 72%

Kata kunci: *Analis Sentimen, Support Vector Machine, Gaussian Naïve Bayes*

ABSTRACT

Social media has become the main platform for sharing information, including video sharing-based platforms such as YouTube, which provides educational, informational and entertainment content for the public. Through the comments feature, users can express opinions and responses, which can then be analyzed to understand the public's views. Sentiment analysis is a method used to analyze text and determine whether the sentiment contained is positive, negative, or neutral. This method is useful for evaluating opinions on a particular issue or object. This research focuses on analyzing public comments regarding the pros and cons of MasterChef Indonesia Season 11 participants winning on YouTube. The data obtained was analyzed using the Support Vector Machine and Gaussian Naïve Bayes algorithms, with a comparison of the performance of the two algorithms. Before applying the oversampling technique for data balancing, the Support Vector Machine algorithm produced 82% accuracy, 88% precision and 72% recall, while Gaussian Naïve Bayes produced 65% accuracy, 52% precision and 81% recall. After the oversampling technique was applied, the performance of the Support Vector Machine increased with 85% accuracy, 84% precision, and 89% recall, while Gaussian Naïve Bayes obtained 72% accuracy, 68% precision, and 72% recall.

Keywords: Sentiment Analyst, Support Vector Machine, Gaussian Naïve Bayes