

ABSTRAK

Penelitian ini bertujuan untuk menganalisis sentimen komentar netizen pada *platform* media sosial *X (Twitter)* terkait tragedi jatuhnya pendaki asal Brasil, Juliana Marins, di Gunung Rinjani. Sebanyak 1006 komentar dikumpulkan melalui proses *crawling* dari tanggal 21 Juni 2025 hingga 11 Juli 2025. Tahapan penelitian meliputi labeling data, *text preprocessing* (*cleaning, case folding, tokenizing, stopword removal, dan stemming*), pembentukan *N-Gram*, serta pembobotan fitur menggunakan *TF-IDF*. Algoritma *Multinomial Naïve Bayes* digunakan sebagai model klasifikasi dengan tiga kategori sentimen: positif, negatif, dan netral. Ketidakseimbangan data ditangani menggunakan teknik *Random Oversampling* (ROS). Evaluasi model dilakukan menggunakan *confusion matrix* dengan metrik akurasi, presisi, *recall*, dan *F1-Score*. Hasil penelitian menunjukkan bahwa model memperoleh akurasi sebesar 85.78% , dengan nilai presisi 85.66% , *recall* 85.00% , dan *F1-Score* 84.33%. Yang menunjukkan model mampu melakukan klasifikasi sentimen secara efektif. Sentimen netral menjadi kategori yang paling dominan pada komentar netizen. Temuan ini memberikan gambaran komprehensif mengenai persepsi publik terhadap tragedi tersebut serta dapat dijadikan referensi dalam pengambilan keputusan dan strategi komunikasi pada isu serupa.

Kata kunci: Analisis Sentimen, *Multinomial Naïve Bayes*, *TF-IDF*, *N-Gram*, *X/Twitter*, Juliana Marins

ABSTRACT

This study aims to analyze the sentiment of user comments on the X (Twitter) platform regarding the tragic fall of Brazilian hiker Juliana Marins on Mount Rinjani. A total of 1006 comments were collected through a crawling process from June 21, 2025, to July 11, 2025. The research stages include data labeling, text preprocessing (cleaning, case folding, tokenizing, stopword removal, and stemming), N-Gram formation, and feature weighting using TF-IDF. The Multinomial Naïve Bayes algorithm was employed for sentiment classification into three categories: positive, negative, and neutral. Data imbalance was addressed using the Random Oversampling (ROS) technique. Model performance was evaluated using a confusion matrix with accuracy, precision, recall, and F1-Score metrics. The results show that the model achieved an accuracy of 85.78%, with precision 85.66%, recall 85.00%, and F1-Score 84.33%. Values indicating effective sentiment classification. Neutral sentiment was found to be the most dominant category among user comments. These findings offer a comprehensive overview of public perception regarding the incident and can serve as a useful reference for decision-making and communication strategies related to similar issues.

Keywords: *Sentiment Analysis, Multinomial Naïve Bayes, TF-IDF, N-Gram, X/Twitter, Juliana Marins*