ABSTRACT

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"Sentiment Analysis Towards Kobo Kanaeru Community Through Vtuber Media Using SUPPORT VECTOR MACHINE,AND NAÏVE BAYES"
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(xi + 58 + appendix)

This study analyzes sentiment using data from social media Twitter, specifically tweets with #KoboKanaeru from April 2022 to June 2023. The methods used include algorithm Support Vector Machine, and Naive Bayes. The data analyzed amounted to 1188 tweets. In testing the Lexicon Based algorithm model, the data was divided into two categories: positive data of 77.4% and negative data of 22.6%. Model evaluation using a confusion matrix from two algorithms, Support Vector Machine and Naive Bayes, showed satisfactory results. The Naive Bayes algorithm produced an accuracy of 92%, precision of 93%, recall of 92%, and F1-score of 92%. Meanwhile, the Support Vector Machine algorithm produced an accuracy of 97%, precision of 97%, recall of 97%, and F1-score of 97%. Based on the results of the sentiment analysis, it can be concluded that the Support Vector Machine algorithm can classify sentiment analysis better than the Naive Bayes algorithm.

References (2015 - 2024)