

ABSTRAK

Beberapa saat setelah diberlakukan kenaikan harga BBM pada awal bulan September 2022, *timeline* Twitter dibanjiri dengan kata kunci BBM naik, timbulnya banyak opini positif dan negatif menjadi menarik untuk diteliti. Penelitian ini bertujuan untuk mengetahui hasil analisis sentiment, hasil *accuracy precision* dan *recall* dari perbandingan data 60:40 dan 70:30 menggunakan algoritma *K-Nearest Neighbor*. Penelitian ini menggunakan algoritma *K-Nearest Neighbor* (KNN) karena KNN menangani data *training* dengan lebih akurat. Hasil dari klasifikasi dengan algoritma KNN setelah dilakukan pengujian mendapatkan *accuracy* 66,67%, *precision negatif* 73,02%, *precision positif* 48,89%, *recall negatif* 80,00% dan *recall positif* 39,29% dari perbandingan 60:40 sedangkan pada perbandingan 70:30 mendapatkan *accuracy* 70,31%, *precision negatif* 76,92%, *precision positif* 54,05%, *recall negatif* 80,46%, dan *recall positif* 48,78%. Hasil penelitian menunjukkan terdapat 65,7% opini negatif dan 34,3% opini positif, hal ini dikarenakan dapat merugikan masyarakat yang menggunakan kendaraan dalam kegiatannya sehari-hari.

Kata Kunci: Analisis Sentimen, BBM, KNN, Twitter.

ABSTRACT

Shortly after the implementation of the fuel price increase in early September 2022, the Twitter timeline was flooded with the keywords “BBM naik” (fuel oil is rising); the emergence of many positive and negative opinions to be interesting to study. This study aims to determine the results of sentiment analysis, the results of accuracy precision and recall from data ratio 60:40 and 70:30 using the K-Nearest Neighbor algorithm. This study used the K-Nearest Neighbor (KNN) algorithm because KNN handled training data more accurately. The results of the classification using the KNN algorithm after testing got a percentage of 66.67% for accuracy, 73.02% for negative precision, 48.89% for positive precision, 80.00% for negative recall, and 39.29% for positive recall as a result from a data ratio of 60:40. While at a data ratio of 70:30, the results obtained were 70.31% for accuracy, 76.92% for negative precision, 54.05% for positive precision, 80.46% for negative recall, and 48.78% for positive recall. The results showed that there were 65.7% negative opinions and 34.3% positive opinions, this is because it can harm people who use vehicles in their daily activities.

Keywords: *Sentiment Analysis, BBM, KNN, Twitter.*