

ABSTRAK

Analisis sentimen adalah salah satu ilmu pengetahuan dalam *Text Mining* yang berfokus pada klasifikasi dokumen teks yang berisi pendapat atau opini dari masyarakat. Penelitian ini memiliki tujuan untuk memperoleh pemahaman tentang pandangan masyarakat terhadap kepolisian melalui *Tweet* yang di posting pada media sosial Twitter. Penelitian ini menggunakan algoritma *Support Vector Machine*. Dokumen teks yang digunakan menggunakan dua label, yakni: positif dan negatif. Dalam penelitian ini, data yang digunakan sebanyak 303 data dan pengujian dilakukan dengan menggunakan *Confusion Matrix*. Hasil dari klasifikasi dengan algoritma *Support Vector Machine* setelah dilakukan pengujian mendapatkan hasil tingkat *accuracy* 54,10% *precision* negatif 56,41%, *precision* positif 50%, *recall* negatif 66,67% dan *recall* positif 39,29% dari perbandingan 80:20 sedangkan pada perbandingan 90:10 mendapatkan *accuracy* 56,67% *precision* negatif 63,16%, *precision* positif 45,45%, *recall* negatif 66,67% dan *recall* positif 41,67%. Hasil penelitian ini menunjukkan bahwa polarisasi ulasan negatif memiliki dominasi yang lebih tinggi dibandingkan dengan polarisasi positif yaitu ulasan negatif terdapat 51,16% sedangkan ulasan positif terdapat 48,84%.

Kata Kunci: Analisis Sentimen, Kepolisian, Twitter, SVM

ABSTRACT

Sentiment analysis is a field within the realm of text mining that is concerned with the categorization of textual materials that encompass public opinions or expressions of sentiment. The objective of this study is to acquire a comprehensive comprehension of the public's perspectives about law enforcement by analyzing tweets shared on social media platforms. The present study used the Support Vector Machine technique. The text utilized a binary classification system consisting of two distinct labels, specifically positive and negative. The present study utilized a total of 303 data points, and the evaluation of the model's performance was conducted through the application of the Confusion Matrix. The classification results using the Support Vector Machine algorithm yielded an accuracy rate of 54.10% in the 80:20 comparison, with a negative precision of 56.41%, positive precision of 50%, negative recall of 66.67%, and positive recall of 39.29%. Similarly, in the 90:10 comparison, an accuracy rate of 56.67% was achieved, along with a negative precision of 63.16%, positive precision of 45.45%, negative recall of 66.67%, and positive recall of 41.67%. The findings of this study suggest that there is a greater prevalence of negative review polarization in comparison to positive polarization, with negative reviews accounting for 51.16% and positive reviews accounting for 48.84% of the total.

Keywords: *sentiment analysis, law enforcement, tweets, SVM*