

ABSTRAK

Bahan Bakar Minyak (BBM) merupakan suatu komoditas penting dalam masyarakat. Dalam hal ini, harga bahan bakar minyak (BBM) mempengaruhi harga dari komoditas dan sektor lainnya. Kenaikan harga BBM menimbulkan pro dan kontra dikalangan masyarakat. Untuk melihat respon masyarakat terhadap kenaikan BBM dapat dilihat dari berbagai sarana dan media salah satunya yaitu melalui media sosial twitter. Pada penelitian ini melakukan analisis sentimen terhadap kenaikan harga BBM, evaluasi pengujian klasifikasi algoritma *Naïve Bayes* dan *Support Vector Machine* dengan *confusion matrix*. Proses dimulai dengan *crawling* data *tweets* dengan kata kunci “harga BBM naik”. Kemudian, dibagi menjadi dua kelas yaitu kelas positif dan kelas negatif, data tersebut akan dilakukan proses *preprocessing* yang meliputi (*Cleaning, case folding, Tokenizing, Stopword, Normalize, Stemming*), pembagian data yaitu 70% data *training* dan 30% data *testing*. Dari pengujian tersebut diperoleh Akurasi sebesar 78.3%, *Precision* 99.2%, dan *Recall* 75.1% untuk Algoritma *Naïve Bayes* dan Akurasi 92.5%, *Precision* 93.0% dan *Recall* 98.5% untuk Algoritma *Support Vector Machine*.

Kata Kunci: BBM, Twitter, *Naïve Bayes*, *Support Vector Machine*



ABSTRACT

Fuel Oil (BBM) is an important commodity in society. In this case, the price of fuel oil (BBM) affects the prices of commodities and other sectors. The increase in fuel prices raises pros and cons among the public. To see the public's response to the increase in fuel prices can be seen from various means and media, one of which is through the social media Twitter. In this study, sentiment analysis was carried out on rising fuel prices, evaluating the classification test of the Naïve Bayes algorithm and the Support Vector Machine with a confusion matrix. The process begins with crawling data tweets with the keyword "fuel prices are rising". Then, it is divided into two classes, namely the positive class and the negative class, the data will be preprocessed which includes (Cleaning, case folding, Tokenizing, Stopword, Normalize, Stemming), the distribution of data is 70% training data and 30% testing data. From these tests obtained an accuracy of 78.3%, 99.2% Precision, and 75.1% Recall for the Naïve Bayes Algorithm and 92.5% Accuracy, 93.0% Precision and 98.5% Recall for the Support Vector Machine Algorithm.

Keywords: BBM, Twitter, Naïve Bayes, Support Vector Machine

