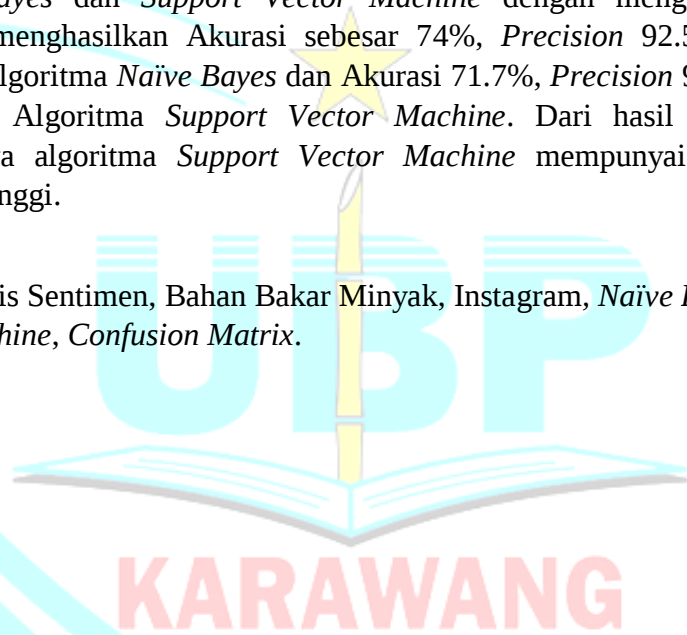


ABSTRAK

Penghapusan bahan bakar minyak (BBM) jenis Pertalite memicu berbagai reaksi dari masyarakat yang terekam dalam berbagai platform media sosial. Adanya postingan pada akun Instagram tentang penghapusan BBM pertalite ini membuat masyarakat merespon dengan berbagai komentar. Penelitian ini bertujuan untuk mengetahui model terbaik dalam menganalisis sentimen masyarakat dengan menerapkan algoritma *Naive Bayes* dan *Support Vector Machine*. Data yang diperoleh berasal dari komentar pengguna Instagram terkait penghapusan bahan bakar minyak berjenis pertalite. Adapun hasil pengujian model klasifikasi algoritma *Naive Bayes* dan *Support Vector Machine* dengan menggunakan *Confusion Matrix* menghasilkan Akurasi sebesar 74%, *Precision* 92.5%, dan *Recall* 76% untuk Algoritma *Naive Bayes* dan Akurasi 71.7%, *Precision* 91% dan *Recall* 74% untuk Algoritma *Support Vector Machine*. Dari hasil tersebut menunjukkan bahwa algoritma *Support Vector Machine* mempunyai tingkat akurasi yang lebih tinggi.

Kata Kunci: Analisis Sentimen, Bahan Bakar Minyak, Instagram, *Naive Bayes*, *Support Vector Machine*, *Confusion Matrix*.



ABSTRACT

The elimination of Pertalite fuel has triggered various reactions from the public that were recorded on various social media platforms. The existence of posts on Instagram accounts about the elimination of Pertalite fuel has made the public respond with various comments. This study aims to determine the best model in analyzing public sentiment by applying the Naive Bayes and Support Vector Machine algorithms. The data obtained came from Instagram user comments regarding the elimination of Pertalite fuel. Meanwhile, the results of testing the classification model of the Naïve Bayes and Support Vector Machine algorithms using the Confusion Matrix produced an Accuracy of 74%, Precision of 92.5%, and Recall of 76% for the Naïve Bayes Algorithm and Accuracy of 71.7%, Precision of 91% and Recall of 74% for the Support Vector Machine Algorithm. These results indicate that the Support Vector Machine algorithm has a higher level of accuracy.

Keywords: Sentiment Analysis, Petroleum Fuel, Instagram, Naïve Bayes, Support Vector Machine, Confusion Matrix.

