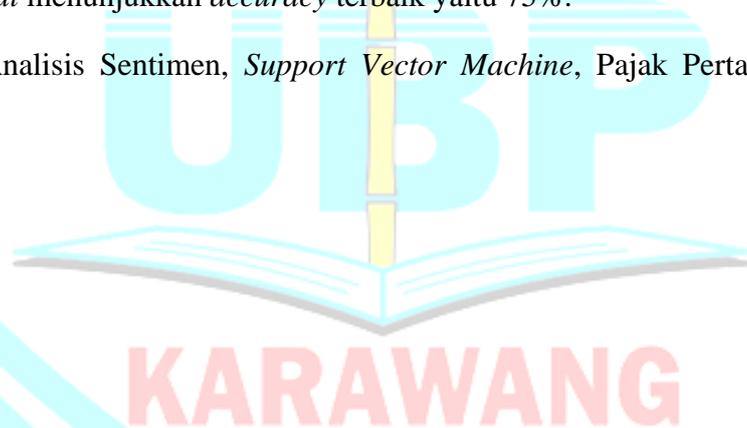


ABSTRAK

Analisis sentimen terhadap kebijakan pajak pertambahan nilai pada media sosial X menggunakan metode *Support Vector Machine*. Tujuan penelitian ini yaitu untuk mengetahui proses implementasi dan hasil dari implementasi algoritma *Support Vector Machine* pada analisis sentimen terhadap kebijakan kenaikan pajak pertambahan. Objek penelitian ini merupakan opini publik sebuah *platform* media sosial X. Penelitian ini dilakukan dengan pengambilan data selama satu tahun secara bertahap dengan periode satu bulan. Pada penelitian ini dilakukan proses *processing* data dan selanjutnya dilakukan pelabelan data secara manual oleh seorang ahli sastra bahasa Indonesia. Hasil penelitian yang telah dilakukan proses *labeling data* dan didapatkan sebanyak 646 atau 25% label positif dan 1936 atau 75% label negatif. Hasil klasifikasi pada penelitian ini terbagi kedalam tiga skenario data yaitu 70:30, 80:20, dan 90:10, yang menunjukkan skenario 70:30 pada *kernel RBF* menunjukkan *accuracy* sebesar 78%, selanjutnya skenario 80:20 pada *kernel linear* menunjukkan *accuracy* sebesar 75%, dan skenario 90:10 pada *kernel polynomial* menunjukkan *accuracy* terbaik yaitu 75%.

Kata Kunci: Analisis Sentimen, *Support Vector Machine*, Pajak Pertambahan Nilai.



ABSTRACT

Sentiment analysis of value added tax policy on social media X using the Support Vector Machine method. The purpose of this study is to determine the implementation process and results of the implementation of the Support Vector Machine algorithm in sentiment analysis of the value added tax increase policy. The object of this study is the public opinion of a social media platform X. This study was conducted by collecting data for one year in stages with a period of one month. In this study, the data processing process was carried out and then the data was labeled manually by an Indonesian language literature expert. The results of the research that had been carried out the data labeling process and obtained as many as 646 or 25% positive labels and 1936 or 75% negative labels. The classification results in this study were divided into three data scenarios, namely 70:30, 80:20, and 90:10, which showed the 70:30 scenario on the RBF kernel showed an accuracy of 78%, then the 80:20 scenario on the linear kernel showed an accuracy of 75%, and the 90:10 scenario on the polynomial kernel showed the best accuracy of 75%.

Keywords: *Sentiment Analysis, Support Vector Machine, Value Added Tax.*

