

ABSTRAK

TikTok merupakan salah satu platform media sosial yang saat ini paling aktif digunakan oleh masyarakat Indonesia. Platform ini telah menjadi salah satu wadah digital utama bagi pengguna dalam menyampaikan berbagai opini, termasuk pandangan mereka mengenai mobil listrik. Meskipun dikenal sebagai kendaraan ramah lingkungan, adopsi mobil listrik di Indonesia masih tergolong rendah, terutama karena harga yang tinggi dan keterbatasan infrastruktur pendukung. Penelitian ini bertujuan untuk menganalisis sentimen publik terhadap mobil listrik menggunakan algoritma Support Vector Machine (SVM) dan Logistic Regression berdasarkan komentar pengguna di TikTok. Sebanyak 2.263 komentar dikumpulkan melalui teknik *data crawling* dan diproses melalui tahapan *pre-processing* dan *processing data*, yaitu *stemming*, *tokenization*, *stopword removal*. Pelabelan sentimen dilakukan menggunakan metode *Term Frequency-Inverse Document Frequency* (TF-IDF), dan di validasi oleh ahli bahasa. Model dievaluasi dengan menggunakan *confusion matrix* serta metrik *accuracy*, *precision*, *recall*, dan *F1-score*. Hasil penelitian menunjukkan bahwa SVM mencapai *accuracy* tertinggi sebesar 86,45%, mengungguli Logistic Regression yang memperoleh *accuracy* 84,48%. Temuan ini menunjukkan bahwa SVM lebih efektif dalam mengklasifikasikan sentimen publik terhadap mobil listrik di TikTok.

Kata Kunci: TikTok, mobil listrik, analisis sentimen, Logistic Regression, Support Vector Machine.



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ABSTRACT

TikTok is currently one of the most actively used social media platforms by Indonesians. It has become a primary digital space for users to express various opinions, including their views on electric cars. This social media platform has become a major digital space for people to express their opinions, including those regarding electric vehicles. Despite being known as an environmentally friendly mode of transportation, the adoption of electric vehicles in Indonesia remains low, primarily due to high prices and limited supporting infrastructure. This study aims to classify public sentiment toward electric vehicles using Support Vector Machine (SVM) and Logistic Regression algorithms based on TikTok user comments. A total of 2,263 comments were collected using data crawling techniques and processed through pre-processing and data processing stages, including stemming, tokenization, and stopword removal. Sentiment labeling was performed using the Term Frequency-Inverse Document Frequency (TF-IDF) method and validated by a language expert. The models were evaluated using a confusion matrix along with accuracy, precision, recall, and F1-score metrics. The results show that SVM achieved the highest accuracy of 86.45%, outperforming Logistic Regression, which obtained an accuracy of 84.48%. These findings suggest that SVM is more effective in classifying public sentiment toward electric vehicles on TikTok.

Keywords: TikTok, electric vehicles, sentiment analysis, Logistic Regression, Support Vector Machine



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