

## ABSTRAK

Mobil listrik menjadi inovasi penting di industri otomotif dengan respons beragam dari masyarakat, terutama di media sosial seperti TikTok. Penelitian ini menganalisis sentimen publik terhadap mobil listrik dan membandingkan performa algoritma *Naïve Bayes* serta *Support Vector Machine* (SVM) kernel linear dalam klasifikasinya. Data dikumpulkan melalui teknik *crawling*, kemudian melewati tahap pra-pemrosesan, *stemming*, *tokenization*, dan *stopword removal* supaya data lebih terstruktur. Lalu data diproses dengan pembobotan TF-IDF sehingga menghasilkan distribusi sentimen dengan 1.003 data netral atau 47,3%, 725 data negatif atau 34,2%, dan 393 data positif atau 18,5%. Data yang sudah melalui tahap pemodelan dievaluasi menggunakan *confusion matrix*. Hasilnya menunjukkan bahwa SVM memiliki akurasi lebih tinggi yaitu 88% dibandingkan *Naïve Bayes* sebesar 85%, dengan keseimbangan lebih baik antara *precision* dan *recall*. Hasil ini menunjukkan bahwa SVM lebih efektif dalam menganalisis sentimen publik terhadap mobil listrik.

**Kata kunci:** Mobil listrik, analisis sentimen, TikTok, *Naïve Bayes*, *Support Vector Machine*, TF-IDF



## ABSTRACT

*Electric vehicles have become a significant innovation in the automotive industry, receiving diverse public responses, especially on social media platforms like TikTok. This study analyzes public sentiment toward electric vehicles and compares the performance of the Naïve Bayes and Support Vector Machine (SVM) Linear Kernel algorithms in sentiment classification. Data was collected using the crawling technique, followed by preprocessing stages such as stemming, tokenization, and stopword removal to structure the data. The data was then processed using TF-IDF weighting, resulting in a sentiment distribution of 1,003 neutral (47.3%), 725 negative (34.2%), and 393 positive (18.5%) data points. The model was evaluated using a confusion matrix. The results indicate that SVM achieved a higher accuracy of 88% compared to Naïve Bayes at 85%, with better balance in precision and recall. These findings suggest that SVM is more effective in analyzing public sentiment toward electric vehicles.*

**Keywords:** *Electric vehicles, sentiment analysis, TikTok, Naïve Bayes, Support Vector Machine, TF-IDF*

