

ABSTRAK

Perkembangan teknologi informasi memberikan kemudahan bagi masyarakat untuk menyampaikan opini tentang film melalui platform seperti IMDb. Salah satu film yang menarik perhatian adalah *The Lady of Heaven*, yang mengangkat tema religius. Besarnya volume ulasan di IMDb menimbulkan tantangan dalam memahami opini penonton secara menyeluruh. Penelitian ini bertujuan melakukan analisis sentimen ulasan film menggunakan algoritma *Decision Tree C4.5*, yang mampu mengklasifikasikan ulasan menjadi kategori positif, netral, dan negatif secara sistematis. Dataset yang digunakan terdiri atas 1.512 ulasan, dengan pembagian 80% data latih dan 20% data uji. Hasil analisis menunjukkan bahwa dari data uji, terdapat 76 ulasan positif, 72 ulasan netral, dan 42 ulasan negatif. Proses evaluasi algoritma menunjukkan nilai *accuracy* sebesar 62,71%, *precision* sebesar 63,06%, dan *recall* sebesar 62,71%. Hasil ini menunjukkan bahwa algoritma *Decision Tree C4.5* cukup efektif dalam mengklasifikasikan sentimen ulasan. Penelitian ini diharapkan dapat memberikan wawasan lebih baik kepada industri film dan platform terkait dalam memahami respons penonton serta meningkatkan rekomendasi film.

Kata Kunci: Analisis Sentimen, *Decision Tree C4.5*, Film, IMDb.

ABSTRACT

The development of information technology makes it easy for people to express opinions about movies through platforms such as IMDb. One movie that has attracted attention is The Lady of Heaven, which has a religious theme. The large volume of reviews on IMDb poses a challenge to understanding audience opinion as a whole. This research aims to conduct sentiment analysis of movie reviews using the Decision Tree C4.5 algorithm, which can classify reviews into positive, neutral, and negative categories systematically. The dataset used consists of 1,512 reviews, with a division of 80% training data and 20% test data. The analysis results show that from the test data, there are 76 positive reviews, 72 neutral reviews, and 42 negative reviews. The algorithm evaluation process shows an accuracy value of 62.71%, precision of 63.06%, and recall of 62.71%. These results show that the Decision Tree C4.5 algorithm is quite effective in classifying review sentiment. This research is expected to provide better insights into the movie industry and related platforms in understanding audience responses and improving movie recommendations.

Keyword: *Decision Tree C4.5, IMDb, Movie, Sentiment Analysis.*