

ABSTRAK

Penelitian ini bertujuan untuk menganalisis sentimen ulasan pengguna terhadap aplikasi YouTube dan GoTube di *Google Play* menggunakan metode *Support Vector Machine* (SVM). Data dikumpulkan melalui web scraping dan terdiri dari 1600 ulasan (800 untuk masing-masing aplikasi) dari tahun 2023-2024. Data dibagi menjadi 80% untuk pelatihan dan 20% untuk pengujian. Proses analisis melibatkan pra-pemrosesan teks, pembobotan TF-IDF, pelatihan model SVM dengan kernel RBF, serta evaluasi menggunakan metrik akurasi, presisi, *Recall*, dan F1-score. Hasil penelitian menunjukkan akurasi model mencapai 94,50% secara keseluruhan, dengan 97,01% untuk YouTube dan 92,66% untuk GoTube. Evaluasi model menunjukkan bahwa YouTube memiliki akurasi 75,64%, presisi 75,64%, *Recall* 100,00%, dan F1-score 86,13%, sementara GoTube memiliki akurasi 91,90%, presisi 91,90%, *Recall* 100,00%, dan F1-score 95,78%. GoTube cenderung memiliki sentimen positif lebih tinggi dibandingkan YouTube. Dari hasil tersebut terbukti bahwa algoritma *Support Vector Machine* (SVM) mampu menghasilkan performa yang tinggi karena tidak memiliki satupun nilai yang tidak wajar baik pada performa *Accuracy*, *Precision*, *Recall* dan F1-Score.

Kata Kunci: Sentimen, SVM, Ulasan, YouTube, GoTube, Indonesia.

ABSTRACT

This study aims to analyze user sentiment towards YouTube and GoTube applications on Google Play using the Support Vector Machine (SVM) method. Data was collected through web scraping, consisting of 1,600 reviews (800 for each application) from 2023-2024. The data was divided into 80% for training and 20% for testing. The analysis process involved text preprocessing, TF-IDF weighting, training an SVM model with an RBF kernel, and evaluation using Accuracy, Precision, Recall, and F1-score metrics. The results showed that the model achieved an overall Accuracy of 94.50%, with 97.01% for YouTube and 92.66% for GoTube. The model evaluation indicated that YouTube achieved an Accuracy of 75.64%, Precision of 75.64%, Recall of 100.00%, and an F1-score of 86.13%, while GoTube achieved an Accuracy of 91.90%, Precision of 91.90%, Recall of 100.00%, and an F1-score of 95.78%. GoTube tended to have a higher proportion of positive sentiment compared to YouTube. These results prove that the Support Vector Machine (SVM) algorithm is capable of delivering high performance, as there were no irregular values in the Accuracy, Precision, Recall, and F1-score metrics.

Keywords: *Sentiment, SVM, Reviews, YouTube, GoTube, Indonesia.*