ABSTRAK

Fenomena *Marriage is Scary* menggambarkan munculnya kekhawatiran, keraguan, dan ketakutan terhadap pernikahan yang berkembang melalui berbagai opini di media sosial. Banyaknya opini yang disampaikan masyarakat melalui *Platform* X dapat dimanfaatkan untuk mengetahui kecenderungan sentimen publik terhadap fenomena tersebut. Penelitian ini bertujuan untuk menerapkan algoritma *Support Vector Machine* (SVM) berbasis Kernel *Radial Basis Function* (RBF) dalam mengklasifikasikan sentimen opini publik terhadap fenomena *Marriage is Scary* serta mengetahui kecenderungan sentimen yang dihasilkan. Data yang digunakan sebanyak 1.000 komentar dari *Platform* X yang dikelompokkan ke dalam dua kategori sentimen, yaitu positif dan negatif. Pengolahan data dilakukan melalui tahapan *text preprocessing* yang meliputi *cleansing*, *case folding*, *tokenization*, *normalization*, *stopword removal*, dan *stemming*. Data yang telah melalui tahap *preprocessing* selanjutnya ditransformasikan ke dalam bentuk numerik menggunakan metode *Term Frequency-Inverse Document Frequency* (TF-IDF). Proses klasifikasi dilakukan menggunakan SVM Kernel RBF dengan dua skenario pembagian data, yaitu 80:20 dan 70:30. Kinerja model dievaluasi menggunakan *confusion matrix* dan *classification report* berdasarkan nilai *accuracy, precision*, *recall*, dan *F1-score*. Hasil pengujian menunjukkan bahwa pada proporsi data 80:20, model memperoleh akurasi sebesar 92,50%, sedangkan pada proporsi data 70:30 diperoleh akurasi sebesar 90,33%. Hasil klasifikasi juga menunjukkan bahwa sentimen negatif lebih dominan dibandingkan sentimen positif, yang mengindikasikan bahwa opini publik pada data yang dianalisis cenderung memberikan respons negatif terhadap fenomena *Marriage is Scary*. Hasil penelitian membuktikan, SVM Kernel RBF mampu mengklasifikasikan sentimen opini publik terhadap fenomena *Marriage is Scary* dengan performa yang baik, sehingga algoritma tersebut efektif digunakan dalam mengidentifikasi pola respon masyarakat terhadap isu tersebut.

Kata Kunci : *Support Vector Machine*, Analisis Sentimen, *Marriage is Scary*, *Platform*

ABSTRACT

Marriage is Scary is a phenomenon that reflects the emergence of concerns, doubts, and fears toward marriage, which have developed through various opinions expressed on social media. The large number of opinions shared by the public on the X platform can be utilized to identify the tendency of public sentiment toward this phenomenon. This study aims to implement the Support Vector Machine (SVM) algorithm with the Radial Basis Function (RBF) Kernel to classify public sentiment toward the Marriage is Scary phenomenon and to identify the resulting sentiment tendency. The data used in this study consisted of 1,000 comments from the X platform, which were categorized into two sentiment classes: positive and negative. Data processing was conducted through text preprocessing stages, including cleansing, case folding, tokenization, normalization, stopword removal, and stemming. The preprocessed data were then transformed into numerical representations using the Term Frequency-Inverse Document Frequency (TF-IDF) method. The classification process was performed using SVM with the RBF Kernel under two data-splitting scenarios, namely 80:20 and 70:30. Model performance was evaluated using a confusion matrix and classification report based on accuracy, precision, recall, and F1-score. The results showed that with the 80:20 data proportion, the model achieved an accuracy of 92.50%, while the 70:30 data proportion resulted in an accuracy of 90.33%. The classification results also indicated that negative sentiment was more dominant than positive sentiment, suggesting that public opinion in the analyzed data tended to express a negative response toward the Marriage is Scary phenomenon. The findings demonstrate that SVM with the RBF Kernel is capable of classifying public sentiment toward the Marriage is Scary phenomenon with good performance, indicating that the algorithm is effective in identifying patterns of public responses to the issue.

Keywords *: Support Vector Machine, Sentiment Analysis, Marriage is Scary, Platform X*