**Sentimen Analisis Regulasi *Social Commerce***

**Tiktok Shop Oleh Pemerintah Pada Opini Publik** (*Sentiment Analysis of*

*Government Regulation on Social Commerce TikTok Shop in Public Opinion*)

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# ABSTRACT

*This research aims to analyze public sentiment regarding the Indonesian government's regulation of the social commerce platform TikTok Shop through Twitter. Data were collected using the Twitter Search API during the periods of September 28–October 21, 2023, and December 12–19, 2023, resulting in 3,000 tweets analyzed using Naive Bayes and Support Vector Machine (SVM) methods. The analysis process involved preprocessing, TF-IDF weighting, and sentiment classification into positive or negative. The results showed that the SVM method achieved higher accuracy (94.4%) compared to Naive Bayes (89.1%). A Laravel-based system integrated with Python was developed for automating the analysis process, providing practical contributions to policy-making. This research is expected to serve as a reference for the government in understanding public opinions related to social commerce regulations in Indonesia.*

*Key words: Sentiment Analysis, TikTok Shop Regulation, Naive Bayes, SVM, TF-IDF*