Sentiment Analysis of Cyberbullying in Comments on Social Media TikTok Using Naïve Bayes Classifier Method

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ABSTRACT

Cyberbullying is the act of using digital technology to hurt or demean someone online. This phenomenon is increasingly common on social media including TikTok, where negative comments can adversely affect users' mental health. This research aims to analyze the sentiment of cyberbullying on TikTok comments using the Naive Bayes Classifier algorithm to classify positive and negative sentiments. The research process collected data as many as 1208 TikTok comments, which were then divided into 80% training data and 20% testing data. Analysis stages include preprocessing, word weighting using TF-IDF (Term Frequency-Inverse Document Frequency), and feature selection. The model evaluation used is Confusion Matrix which produces an accuracy value of 88.43%, with 90% precision, 86.5% recall, and f1-score of 88%. The results of this research are expected to contribute to the prevention of cyberbullying by providing insight into negative comment patterns and supporting the development of early detection systems.

***Key words**: Sentiment Analysis, Cyberbullying, TikTok, Naïve Bayes Classifier*