Komparasi Metode *Support Vector Machine* (SVM) dan *Naïve Bayes Classifier* Untuk Analisis Sentimen Ulasan Laptop Advan Workplus di YouTube dan Shopee

(Comparison of Support Vector Machine (SVM) and Naïve Bayes Classifier Methods for Sentiment Analysis of Advan Workplus Laptop Reviews on YouTube and Shopee)

Dibimbing Oleh Didit Rahmat Hartadi, S.Kom, M.T

Tri Agus Hadi Prasetyo
Study Program of Informatics Engineering
Majoring in Information Technology
Program Studi Teknik Informatika
Jurusan Teknologi Informasi

ABSTRACT

Laptops are electronic devices used for various purposes, such as working, studying, and enjoying entertainment. Through sentiment analysis, user reviews of Advan Workplus laptops on the Shopee and YouTube platforms can be used to determine public opinion. The purpose of this study is to compare how Support Vector Machine (SVM) and Naïve Bayes Classifier work when they categorize review sentiment into positive, negative, and neutral categories. Method implementation, data collection, preprocessing, and TF-IDF weighting, and system testing with several data sharing scenarios were carried out. Based on the test results, the SVM method obtained an accuracy of 95.51%, while Naive Bayes obtained 86.08%. The study shows that the SVM method is superior in analyzing sentiment of Advan Workplus laptop reviews compared to Naive Bayes.

Keywords: *support vector machine, naïve bayes classifier, sentiment analysis, TF-IDF, text classification*