

Sentimen Analisis Review Film pada Website Rotten Tomatoes Menggunakan Metode SVM Dengan Mengimplementasikan Fitur Extraction Word2Vec

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Abstract

The rapid development of internet network technology makes it easier for people to access various kinds of films they want to watch. In this regard, film reviews are one of the most important things to pay attention to in the film industry. This is based on the fact that based on audience reviews it can be seen their level of satisfaction with the films they have watched. Sentiment analysis is one of the solutions in the field of text-based research that is suitable for discussing the problem of satisfaction based on movie audience reviews. The analysis carried out is based on the class of positive and negative reviews provided by users. In this study, these problems were solved using the Support Vector Machine (SVM) and Word2Vec methods. Data taken from the Rotten Tomatoes website uses English which has been processed and labeled. The best model from this study using the RBF kernel with K-Fold produces an average precision of 0.772 or 77.2%, recall of 0.682 or 68.2%, F1-Score of 0.702 or 70.2% and accuracy of 0.790 or 79.0%.

Keywords: *sentiment analysis*, SVM, word2vec, review, RBF

