Abstrak

This research aims to analyze the sentiment of user reviews on the MyAnimeList website, a popular platform for anime-related discussions and ratings. To carry out this analysis, the Classification and Regression Tree (CART) method is used in combination with Term Frequency-Inverse Document Frequency (TF-IDF) as a text feature extraction technique. The process begins with collecting review data from MyAnimeList, which is then processed into textual data that can be analyzed. TF-IDF is used to extract features from text data, which are then fed into a CART model to classify review sentiment into positive or negative categories. The results of this research show that the combination of the CART and TF-IDF methods is able to provide good performance in classifying user review sentiment with the best performance level in accuracy of 56.50%, precision of 57.14%, recall of 57.15% and F1-Score of 64.08%. This research contributes to the development of text-based sentiment analysis techniques, especially in the anime review domain, as well as providing insight for platform developers in understanding user perceptions.

Keywords : Analysis, Sentiment, TF-IDF, Classification, Review, CART, MyAnimeList