

ABSTRACT

SENTIMENT ANALYSIS ON THE NATURALISATION PROGRAM OF THE INDONESIAN NATIONAL TEAM AT X USING NAIVE BAYES ALGORITHM

By

Ariyo Sheva Adhityas

21103003

Social media has become an important platform for interaction and communication in the modern digital era. X is a popular social media that is often used by Indonesians to express opinions and responses. Discussions about the naturalisation programme for the Indonesian national team have become an interesting topic on X social media. The topic related to the Indonesian national team naturalisation program has been discussed again since February 2024 after the 2023 Asian Cup event until June 2024 when the Indonesian national team was playing the Asian Zone World Cup qualifiers. The purpose of this research is to analyse the sentiment of public opinion towards the naturalisation program of the Indonesian national team conveyed through X social media. The data was collected through crawling techniques with a time span from February to June 2024 and processed through text preprocessing stages which include cleaning, case folding, tokenizing, normalization, stopword, and stemming. This research applies the Naive Bayes algorithm to classify sentiment into positive, neutral, and negative. In addition, data balancing is done to handle data imbalance using the SMOTE method. Evaluation is done by applying Confusion Matrix to obtain accuracy, precision, recall, and f1-score values. This research successfully achieved an accuracy of 71.11%. This result shows that the Naive Bayes algorithm is effective for analysing sentiment. It is hoped that this research can support strategic decision making on the naturalisation program by related parties such as the Indonesian football federation, to improve the quality of Indonesian football.

Keyword: Sentiment Analysis, Naive Bayes, Naturalisation, Indonesian national team, X.