ABSTRACT

Sentiment analysis is a technique used to understand the opinions or emotions contained in text, such as user reviews or comments. This research aims to analyze public sentiment towards the Netflix application using the Support Vector Machine (SVM) method with Word2Vec feature extraction. Word2Vec is used to convert text into a vector representation that preserves the semantic context of the words, while SVM acts as a classification model to predict sentiment.

The evaluation results show that SVM with the RBF kernel performs the best compared to other kernels, with an accuracy of 75.9%, precision of 76.03%, recall of 75.91%, and an F1-score of 75.88%. A comparison of the various SVM kernels indicates that the RBF kernel excels in balancing sensitivity and precision, making it a more effective method for analyzing public sentiment. With these results, it can be concluded that the combination of Word2Vec and SVM provides more accurate and balanced results in classifying public opinions on the Netflix application.

Keywords: Sentiment Analysis, Word2Vec, Netflix, SVM, X