

ABSTRACT

YouTube is one of the social media platforms utilized by the public to express opinions on various topics, including political issues. One channel that has attracted public attention is Dirty Vote, which presents content containing criticism of the political situation in Indonesia. This study aims to analyze the sentiment of user comments on videos from the Dirty Vote channel using the Naïve Bayes Classifier algorithm. The data was collected from YouTube user comments and then went through a text preprocessing stage, which included data cleaning, normalization, case folding, tokenization, stopword removal, and stemming. The analysis results show that the Naïve Bayes Classifier method can effectively classify comment sentiments. Based on the evaluation, most comments showed a positive tendency, indicating that the audience supports or aligns with the content of the video. The model's classification performance achieved an accuracy of 71%. For positive sentiment, it obtained a precision of 70%, recall of 91%, and an F1-score of 79%. Meanwhile, for negative sentiment, it achieved a precision of 76%, recall of 42%, and an F1-score of 54%. The findings of this study provide an overview of public opinion on political issues conveyed through the channel.

Keywords: *Sentiment Analysis, Youtube, Dirty Vote, Naive Bayes Classifier, Comments, Politics*