

ABSTRACT

This study aims to analyze the sentiment of social media users on X towards Iphone products based on tweets in Indonesian. The objective is to identify public opinion trends, whether they tend to be positive or negative. The classification method used is Support Vector Machine, which was chosen for its good performance in handling high-dimensional and non-normally distributed data. Feature extraction was performed using the Bag-of-Words approach to convert text into numerical representations. Evaluation was conducted using precision, recall, F1-score, and accuracy metrics. Among the six testing scenarios, the combination of TF-IDF vectorization and RBF kernel demonstrated the best performance with an accuracy of 73.64%. These results indicate that this approach is effective in classifying public sentiment toward iPhone products.

Keywords: SVM, Iphone, Bag-of-Words, Sentiment Analysis, Social Media X.