ABSTRACT

SENTIMENT ANALYSIS OF KOREAN ARTIST VIDEO COMMENTS ON RANS ENTERTAINMENT YOUTUBE CHANNEL USING SUPPORT VECTORE MACHINE ALGORITHMS

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Korean Wave fever hit Indonesia along with the development of Youtube social media. Youtube is one of the social media that provides a comment feature. One of the Youtube content creators that often collaborates with Korean artists is RANS Entertainment. It is important for content creators to know how people respond to the videos they produce. However, monitoring and organizing public opinion is not easy. There are too many opinions that must be processed manually. Therefore, there is a need for special methods or techniques that can automatically categorize the comments, whether they are positive, negative or neutral. One of the machine learning-based data analysis techniques is sentiment analysis. In this research, sentiment analysis is carried out using the Support Vector Machine algorithm. The approach taken in this research begins with collecting data from Youtube comments on the RANS Entertainment channel related to Korean artist collaboration videos, pre-processing, labeling using the InSet Lexicon dictionary, split data, feature extraction with TF-IDF, classification using Support Vector Machine and evaluation. This study classifies 9,091 positive comments, 5,817 neutral comments, and 5,744 negative comments and produces a Support Vector Machine algorithm accuracy of 92% so that it falls into the Excellent classification category.

Keywords: Sentiment Analysis, Support Vector Machine, Youtube, Korea, RANS Entertainment