

**KOMPARASI ALGORITMA KLASIFIKASI *FINE-TUNING* INDOBERT  
DAN MULTINOMIAL NAÏVE BAYES UNTUK ANALISIS SENTIMEN  
ULASAN APLIKASI THREADS PADA GOOGLE PLAY STORE**

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**ABSTRAK**

Di zaman teknologi seperti sekarang, *platform* media sosial menjadi wadah bagi masyarakat untuk menyuarakan pendapat, membagikan informasi tertentu dan lainnya. Baru-baru ini, pada bulan Juli 2023, Meta memperkenalkan aplikasi media sosial baru yang diberi nama Threads. Threads adalah aplikasi media sosial yang memiliki fitur yang serupa dengan Twitter atau X. Penelitian ini akan melakukan analisis sentimen dengan *fine-tuning* IndoBERT dan Multinomial Naïve Bayes dari ulasan aplikasi Threads pada Google Play Store. Hasil komparasi antara kedua model menunjukkan performa *fine-tuning* IndoBERT yang paling baik yaitu dengan tingkat akurasi, presisi, recall, dan *f1-score* masing-masing sebesar 96%, 96%, 95% dan 95%. Sedangkan Multinomial Naïve Bayes memperoleh tingkat akurasi, presisi, recall, dan *f1-score* masing-masing sebesar 86%, 83%, 85%, dan 84%. Dari total data sebanyak 4053 ulasan, sebanyak 2369 data (58,45%) menunjukkan sentimen netral, sebanyak 1060 data (26,16%) merupakan ulasan sentimen positif serta ulasan sentimen negatif sebanyak 624 data (15,39%). Dengan menggunakan *fine-tuning* IndoBERT, terlihat bahwa kecenderungan sentimen pengguna aplikasi Threads pada ulasan Google Play Store cenderung netral.

Kata Kunci: Threads, Ulasan, Analisis Sentimen, *fine-tuning* IndoBERT, Multinomial Naïve Bayes.

**COMPARISON OF CLASSIFICATION ALGORITHM FINE-TUNING  
INDOBERT AND MULTINOMIAL NAÏVE BAYES FOR SENTIMENT  
ANALYSIS OF THREADS APP REVIEWS ON GOOGLE PLAY STORE**

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**ABSTRACT**

*In the current era of technology, social media platforms serve as a space for the community to voice opinions, share specific information, and more. Recently, in July 2023, Meta introduced a new social media application called Threads. Threads is a social media application that features similar functionalities to Twitter or X. This research conducts sentiment analysis using fine-tuned IndoBERT and Multinomial Naive Bayes on reviews of the Threads application on the Google Play Store. The comparison results between the two models indicate that fine-tuning IndoBERT performs the best with accuracy, precision, recall, and F1-score rates of 96%, 96%, 95%, and 95%, respectively. Meanwhile, Multinomial Naive Bayes achieves accuracy, precision, recall, and F1-score rates of 86%, 83%, 85%, and 84%, respectively. Out of a total of 4053 reviews, 2369 data (58.45%) indicate neutral sentiment, 1060 data (26.16%) represent positive sentiment, and 624 data (15.39%) represent negative sentiment. By using fine-tuned IndoBERT, it is observed that the user sentiment tendency towards the Threads application on the Google Play Store reviews tends to be neutral*

*Keywords: Threads, Reviews, Sentiment Analysis, fine-tuning IndoBERT, Multinomial Naïve Bayes.*