

ANALISIS SENTIMEN PENGGUNAAN APLIKASI OME TV MENGGUNAKAN METODE NAIVE BAYES CLASSIFIER

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ABSTRAK

Ome TV merupakan aplikasi video call dan chat secara acak yang populer di kalangan remaja Indonesia, namun penggunaannya kerap disalahartikan sehingga memicu tindakan yang melanggar norma sosial. Penelitian ini bertujuan untuk mengetahui sentimen masyarakat mengenai aplikasi Ome TV berdasarkan analisis sentimen ulasan pengguna di Twitter (X) serta untuk mengukur akurasi metode *Naive Bayes Classifier* dalam mengklasifikasikan sentimen tersebut. Data diperoleh melalui proses *crawling* dari Twitter (X) menggunakan beberapa kata kunci terkait Ome TV dengan periode data tahun 2020-2025, menghasilkan 6.855 data. Data kemudian dilabeli oleh tiga guru bahasa Indonesia dibagi menjadi kelas positif, netral, dan negatif. Selanjutnya dilakukan *preprocessing* meliputi *cleaning*, *case folding*, *stopword removal*, *tokenizing*, *normalization*, serta *stemming* sehingga data berkurang menjadi 3.299 data. Proses pembobotan kata menggunakan TF-IDF, lalu dilakukan klasifikasi dengan metode *Naive Bayes* menggunakan *k-fold cross validation* (fold-5 dan fold-10). Hasil penelitian menunjukkan sentimen pengguna terhadap Ome TV bersifat netral dengan jumlah 2.752, sedangkan negatif 310 data dan positif 237. Metode *Naive Bayes* berhasil mengklasifikasikan data dengan *accuracy* mencapai 83%, *precision* 100%, *recall* 1%, dan *f1-score* 1% pada kedua fold. Setelah diterapkan teknik SMOTE untuk menyeimbangkan data, *accuracy* meningkat menjadi 94%, *precision* 93%, *recall* 100% pada kedua fold, dan *f1-score* pada fold-5 meningkat menjadi 97% dan fold-10 yaitu 96%. Penelitian ini menunjukkan bahwa metode *Naive Bayes* dengan TF-IDF serta SMOTE efektif dalam analisis sentimen serta dapat menjadi dasar pengembangan kualitas dan keamanan fitur Ome TV kedepannya.

Kata Kunci: Analisis sentimen, Ome TV, *Naive Bayes Classifier*, Twitter (X), SMOTE.

SENTIMENT ANALYSIS OF OME TV APPLICATION USERS USING NAIVE BAYES CLASSIFIER METHOD

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ABSTRAK

Ome TV is a random video call and chat application popular among Indonesian teenagers; however, its use is often misinterpreted, leading to actions that violate social norms. This research aim to determine public sentiment towards Ome TV based on sentiment analysis of user reviews on Twitter (X) and to measure the accuracy of the Naive Bayes Classifier method in classifying these sentiments. Data were collected through crawling Twitter (X) using several keywords related to Ome TV for the 2020–2025 period, resulting in 6,855 data entries. The data were then labeled by three Indonesian language teachers into positive, neutral, and negative classes. Preprocessing was carried out, including cleaning, case folding, stopword removal, tokenizing, normalization, and stemming, reducing the data to 3,299 entries. Word weighting was performed using TF-IDF, followed by classification using the Naive Bayes method with k-fold cross validation (fold-5 and fold-10). The results showed that most user sentiments towards Ome TV were neutral with 2,752 entries, while negative sentiments had 310 entries and positive sentiments had 237 entries. The Naive Bayes method successfully classified the data with an accuracy of 83%, precision of 100%, recall of 1%, and f1-score of 1% in both folds. After applying the SMOTE technique to balance the data, accuracy increased to 94%, precision reached 93%, recall 100% in both folds, and the f1-score increased to 97% in fold-5 and 96% in fold-10. This study indicates that the Naive Bayes method with TF-IDF and SMOTE is effective for sentiment analysis and can serve as a basis for improving the quality and safety features of Ome TV in the future.

Keywords: Sentiment analysis, Ome TV, Naive Bayes Classifier, Twitter (X), SMOTE.