

ABSTRAK

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ANALISIS SENTIMEN PADA MEDIA SOSIAL X TERHADAP FENOMENA TECH WINTER DENGAN MENGGUNAKAN METODE NAIVE BAYES CLASSIFIER

Fenomena *Tech Winter* telah menjadi isu yang hangat diperbincangkan di media sosial, khususnya platform X. *Tech Winter* merujuk pada perlambatan pertumbuhan sektor teknologi yang ditandai dengan pengurangan investasi dan pemutusan hubungan kerja. Penelitian ini bertujuan untuk menganalisis sentimen masyarakat terhadap fenomena tersebut menggunakan metode *Naive Bayes Classifier*. Data dikumpulkan melalui *crawling* dari platform X, kemudian diproses dengan *cleaning*, *stopword removal*, *stemming*, serta pembobotan menggunakan *TF-IDF*. Hasil penelitian menunjukkan bahwa sentimen negatif mendominasi dengan 73,61%, diikuti oleh netral 14,05% dan positif 12,34%. Dalam klasifikasi emosi, kategori takut memiliki persentase tertinggi sebesar 61,43%, diikuti oleh antisipasi 25,88%, sedih 4,84%, marah 4,04%, dan senang 3,81%. Model *Naive Bayes Classifier* menunjukkan akurasi 83% untuk sentimen dan 76% untuk emosi. Penelitian ini diharapkan memberikan wawasan bagi perusahaan teknologi dan pembuat kebijakan terkait fenomena *Tech Winter*.

Kata Kunci: *Analisis Sentimen, Media Sosial X, Naive Bayes Classifier, Tech Winter*

ABSTRACT

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THE SENTIMENT ANALYSIS ON SOCIAL MEDIA PLATFORM X REGARDING THE TECH WINTER PHENOMENON USING THE NAIVE BAYES CLASSIFIER METHOD

The Tech Winter phenomenon has become a widely discussed issue on social media, particularly on platform X. Tech Winter refers to the slowdown in the technology sector's growth, characterized by reduced investments and layoffs. This study aims to analyze public sentiment toward this phenomenon using the Naive Bayes Classifier method. Data was collected through web crawling from platform X, then processed through cleaning, stopword removal, stemming, and weighting using TF-IDF. The study results show that negative sentiment dominates with 73.61%, followed by neutral at 14.05% and positive at 12.34%. In the emotion classification, the fear category had the highest percentage at 61.43%, followed by anticipation at 25.88%, sadness at 4.84%, anger at 4.04%, and happiness at 3.81%. The Naive Bayes Classifier model demonstrated an accuracy of 83% for sentiment and 76% for emotion. This research is expected to provide insights for technology companies and policymakers regarding the Tech Winter phenomenon.

Keywords: *Sentiment Analysis, Social Media Platform X, Naive Bayes Classifier, Tech Winter*