ABSTRAK

Penelitian ini bertujuan untuk mengidentifikasi sentimen pada komentar penonton YouTube terhadap video ulasan game Indonesia Troublemaker di kanal "DROOMP" dengan menggunakan metode Naive Bayes. Pesatnya perkembangan industri game lokal memicu banyaknya tanggapan masyarakat di media sosial, terutama pada kolom komentar YouTube yang menjadi sarana interaksi antara kreator dan audiens. Beragam komentar tersebut memuat opini yang dapat dimanfaatkan sebagai data untuk memahami persepsi publik terhadap game lokal. Data dikumpulkan melalui proses pengambilan komentar dengan teknik web scraping menggunakan YouTube Data API v3, lalu diolah menggunakan bahasa pemrograman Python di Google Colab. Proses pengolahan meliputi tahapan preprocessing teks seperti case folding, tokenizing, stopword removal, dan stemming. Setelah itu, data diberi label sentimen positif, netral, dan negatif, kemudian diklasifikasikan menggunakan algoritma Naive Bayes. Hasil penelitian memperlihatkan bahwa metode Naive Bayes mampu mengelompokkan sentimen komentar secara efektif sesuai dengan distribusi data. Analisis ini memberikan gambaran mengenai kecenderungan opini penonton terhadap game Troublemaker serta menunjukkan bahwa komentar YouTube dapat dijadikan sumber data yang potensial dalam analisis sentimen. Penelitian ini diharapkan dapat memperkaya kajian analisis sentimen sekaligus mendukung perkembangan industri game lokal di Indonesia.

Kata Kunci: Analisis Sentimen, YouTube, Troublemaker, Naive Bayes, Game Indonesia

ABSTRACT

This study aims to identify the sentiment of YouTube viewer comments regarding the review video of the Indonesian game "Troublemaker" on the "DROOMP" channel using the Naive Bayes method. The rapid development of the local game industry has triggered numerous public responses on social media, particularly within YouTube comment sections, which serve as an interactive medium between creators and audiences. These diverse comments contain opinions that can be utilized as data to understand public perception of local games.

Data were collected by extracting comments via web scraping using the YouTube Data API v3, and subsequently processed using the Python programming language in Google Colab. The data processing involved several text preprocessing stages, including case folding, tokenizing, stopword removal, and stemming. Following this, the data were labeled into positive, neutral, and negative sentiments, and then classified using the Naive Bayes algorithm. The results demonstrate that the Naive Bayes method is capable of effectively categorizing comment sentiments in accordance with the data distribution. This analysis provides an overview of viewer opinion tendencies toward the game Troublemaker and indicates that YouTube comments can serve as a highly potential data source for sentiment analysis. This study is expected to enrich sentiment analysis literature while simultaneously supporting the advancement of the local game industry in Indonesia.

Keywords*: Sentiment Analysis, YouTube, Troublemaker, Naive Bayes, Indonesian Game*