ABSTRAK

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SEA Games adalah ajang olahraga multievent di asia tenggara yang diadakan dua tahun sekali. Dalam pelaksanaannya SEA *Games* diikuti oleh 11 negara di kawasan asia tenggara. Indonesia telah menjadi peserta SEA *Games* sejak 1977, Ajang pertama kali di kuala lumpur,Malaysia dan langsung merebut juara umum. Sejak pertama kali mengikuti SEA *Games* Indonesia sudah 10 kali menjadi juara umum melalui cabang unggulannya yaitu bulu tangkis,angkat besi, pencak silat,atletik,renang,dayung,dan sepak bola. Saat ini telah di selenggarakannya Sea *Games* 2021 di Hanoi,Vietnam yang dilaksanakan pada tanggal 12 Mei 2022 hingga 23 Mei 2022.SEA *Games* ini seharusnya dilaksanakan pada November 2021,Namun harus di undur karena pandemic Covid-19. Dalam penyelenggaraan SEA *Games* ini masyarakat di Indonesia banyak memanfaatkan media twitter untuk menilai dan beropini tentang penyelenggaraan SEA *Games* 2021 Hanoi.Adanya opini yang diberikan oleh masyarakat, maka perlu adanya analisis sentimen. Sentimen analisis merupakan proses analisis yang diperoleh dari berbagai platform media sosial maupun internet. Tujuannya yaitu untuk mengetahui bagaimana sentimen masyarakat terhadap penyelenggaraan SEA *Games* Hanoi 2021 melalui tweet pada media sosial twitter.Pada penelitian ini dilakukan proses analisis opini mengenai penyelenggaraan SEA *Games* Hanoi 2021 dengan mengklasifikasikan opini kedalam tiga sentimen yaitu positif,negatif atau netral. Klasifikasi dilakukan dengan menggunakan algoritma machine learning yaitu naïve bayes dan Support vector machine. Hasil uji akurasi menggunakan *naïve bayes* mendapatkan akurasi 66% dan untuk *support vector machine* (SVM) mendapatkan akurasi 74%.

Kata kunci:
Sentimen Analisis,SEA *Games* 2021,Twitter,*Naïve,Bayes*,*Support Vector Machine*

ABSTRACT

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The SEA Games is a multi-event sporting event in Southeast Asia which is held every two years. In the implementation of the SEA Games, 11 countries in the Southeast Asia region participated. Indonesia has been a participant in the SEA Games since 1977, the event was first held in Kuala Lumpur, Malaysia and immediately won the overall champion. Since participating in the SEA Games for the first time, Indonesia has become the overall champion 10 times through its flagship branches, namely badminton, weightlifting, pencak silat, athletics, swimming, rowing, and football. Currently, the 2021 Sea Games have been held in Hanoi, Vietnam which will be held from 12 May 2022 to 23 May 2022. The SEA Games were supposed to be held in November 2021, but had to be postponed due to the Covid-19 pandemic. In organizing the SEA Games, people in Indonesia use Twitter a lot to assess and give their opinion about the 2021 Hanoi SEA Games. The existence of opinions given by the community, it is necessary to have a sentiment analysis. Sentiment analysis is an analytical process obtained from various social media platforms and the internet. The goal is to find out how the public's sentiment towards the SEA Games Hanoi 2021 is carried out through tweets on social media twitter. In this study, an opinion analysis process was carried out regarding the implementation of the SEA Games Hanoi 2021 by classifying opinions into three sentiments, namely positive, negative or neutral. The classification uses machine learning algorithms, namely nave Bayes and Support vector machines. The results of the accuracy test using naive Bayes get 66% accuracy and for support vector machin (SVM) get 74% accuracy.

Key words:
Sentimen Analisis,Twitter,SEA *Games* 2021,*Naïve Bayes,Support Vector Machine*