ABSTRAK

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Program Studi	:	Teknik Informatika
Judul Proposal Peneltian	:	ANALISIS SENTIMEN ULASAN PADA PERUSAHAAN PENYEDIA JASA LAYANAN LOGISTIK JNE MENGGUNAKAN ALGORITMA *SUPPORT VECTOR MACHINE* DAN *K-NEAREST NEIGHBORS (KNN)*
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Penelitian ini bertujuan menganalisis sentimen ulasan terhadap layanan logistik JNE menggunakan algoritma *Support Vector Machine (SVM)* dan *K-Nearest Neighbors (KNN)*. Data diperoleh dari Twitter melalui teknik *crawling* dan diproses dengan tahap *preprocessing*. Tujuan utama adalah membandingkan kinerja *SVM* dan *KNN* dalam mengklasifikasikan sentimen pelanggan. Hasil menunjukkan bahwa *KNN* mengungguli *SVM* di semua skenario pengujian (60-40, 70-30, dan 80-20). *KNN* mencapai *Accuracy* 95,18%, 96,20%, dan 97,37%, sementara *SVM* mencapai 94,52%, 94,15%, dan 96,05%. *Precision*, *Recall*, dan *F1-score* dari *KNN* juga lebih tinggi atau setara dengan *SVM* dalam beberapa skenario. Berdasarkan hasil ini, *KNN* terbukti lebih efektif untuk analisis sentimen ulasan layanan JNE di Twitter.

Kata Kunci: Analisis sentimen, Twitter, JNE, *Support Vector Machine (SVM), K-Nearest Neighbors (KNN).*

ABSTRACT

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Study Program	:	Teknik Informatika
Title Research Proposal	:	ANALISIS SENTIMEN ULASAN PADA PERUSAHAAN PENYEDIA JASA LAYANAN LOGISTIK JNE MENGGUNAKAN ALGORITMA *SUPPORT VECTOR MACHINE* DAN *K-NEAREST NEIGHBORS (KNN)*
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This study aims to analyze sentiment in reviews of JNE logistics services using Support Vector Machine (SVM) and K-Nearest Neighbors (KNN) algorithms. Data was obtained from Twitter through crawling techniques and processed with preprocessing steps. The main objective is to compare the performance of SVM and KNN in classifying customer sentiment. The results show that KNN outperforms SVM in all testing scenarios (60-40, 70-30, and 80-20). KNN achieved accuracies of 95.18%, 96.20%, and 97.37%, while SVM achieved 94.52%, 94.15%, and 96.05%. The precision, recall, and F1-score of KNN were also higher or equal to those of SVM in several scenarios. Based on these results, KNN is proven to be more effective for sentiment analysis of JNE service reviews on Twitter.

Keywords: Sentiment Analysis, Twitter, JNE, Support Vector Machine (SVM), K-Nearest Neighbors (KNN).