

ABSTRAK

Perawatan kulit dan kecantikan, terutama menggunakan skincare, semakin menarik perhatian masyarakat. Industri perawatan kulit tumbuh sangat cepat, dan pemahaman terhadap ulasan produk dari konsumen sangat penting untuk menarik lebih banyak pembeli. Skincare The Originote populer di kalangan mahasiswa karena harganya yang terjangkau dan efektivitasnya. Namun, beberapa konsumen merasa tidak cocok menggunakan produk ini, dan banyak dari mereka menyampaikan opini melalui media sosial Twitter. Penelitian ini bertujuan untuk menganalisis sentimen konsumen terhadap produk-produk Skincare The Originote berdasarkan ulasan di Twitter. Dua aspek yang dianalisis adalah aspek *product* dan *quality*. Data yang digunakan adalah 3243 ulasan dari Twitter. Proses analisis mencakup *preprocessing*, pemberian label sentimen dan aspek, pembobotan kata menggunakan TF-IDF, serta klasifikasi dengan Support Vector Machine (SVM) menggunakan kernel Linear, Polynomial, dan RBF. Hasil menunjukkan bahwa kernel *Linear* memberikan akurasi tertinggi sebesar 99.87% untuk semua aspek. Pada aspek *Product*, akurasi tertinggi sebesar 99.74% dicapai dengan kernel *Linear*, sedangkan aspek *Quality* mencapai 99.92%. Kernel *Polynomial* mencapai akurasi tertinggi sebesar 99.98% untuk semua aspek, dan kernel *RBF* memberikan akurasi tertinggi sebesar 99.97% untuk semua aspek. Pada aspek *Product*, kernel *Polynomial* dan *RBF* mencapai akurasi 99.97%, sedangkan pada aspek *Quality*, keduanya mencapai akurasi 99.92%.

Kata kunci : The Originote, analisis sentimen, Twitter, Support Vector Machine.

ABSTRACT

Skincare and beauty treatments, especially using skincare, are increasingly attracting people's attention. The skincare industry is growing very fast, and understanding product reviews from consumers is essential to attract more buyers. The Originote skincare is popular among college students because of its affordability and effectiveness. However, some consumers felt unsuitable using this product, and many of them expressed their opinions through social media Twitter. This study aims to analyze consumer sentiment towards The Originote Skincare products based on reviews on Twitter. The two aspects analyzed are product and quality aspects. The data used are 3243 reviews from Twitter. The analysis process includes preprocessing, sentiment and aspect labeling, word weighting using TF-IDF, and classification with Support Vector Machine (SVM) using Linear, Polynomial, and RBF kernels. The results show that the Linear kernel gives the highest accuracy of 99.87% for all aspects. In the Product aspect, the highest accuracy of 99.74% was achieved with the Linear kernel, while the Quality aspect reached 99.92%. The Polynomial kernel achieved the highest accuracy of 99.98% for all aspects, and the RBF kernel gave the highest accuracy of 99.97% for all aspects. In the Product aspect, the Polynomial and RBF kernels achieved 99.97% accuracy, while in the Quality aspect, both achieved 99.92% accuracy.

Keywords: The Originote, sentiment analysis, Twitter, Support Vector Machine.