

ABSTRAK

Excel (03082200002)

ANALISIS SENTIMEN KOMENTAR TERHADAP INDONESIA EMAS 2045 PADA MEDIA SOSIAL TIKTOK MENGGUNAKAN *BERT*

(xv+51 halaman, 35 gambar, 2 tabel, 1 lampiran)

Media sosial TikTok telah menjadi *platform* utama bagi masyarakat untuk menyuarakan opini terkait berbagai isu, termasuk visi strategis Indonesia Emas 2045 yaitu proyeksi pembangunan nasional menjelang satu abad kemerdekaan Indonesia. Penelitian ini *BERT* tujuan untuk membangun model analisis sentimen terhadap komentar berbahasa Indonesia menggunakan model *pre-trained* IndoBERT. Dataset terdiri dari 10.138 komentar yang diambil dari 20 konten terpopuler dengan tagar #IndonesiaEmas2045 dalam periode 31 Mei 2023 hingga 31 Maret 2025. Dataset dikategorikan menjadi tiga kelas sentimen yaitu positif sebanyak 3.274 komentar, netral sebanyak 3.515 komentar, dan negatif sebanyak 3.349 komentar. Dataset melalui tahapan *preprocessing*, pelabelan, pelatihan, validasi, dan pengujian. Model yang telah dilatih diunggah ke Hugging Face dengan nama Indonesia-Emas-2045-Sentiment-Classification. Hasil pengujian menunjukkan performa yang sangat baik dengan akurasi, presisi, recall, dan f1-score masing-masing sebesar 96,5%. Temuan ini menunjukkan bahwa model yang dikembangkan mampu menganalisis sentimen komentar secara akurat dan dapat digunakan dalam memahami opini publik terkait isu Indonesia Emas 2045 di media sosial.

Kata Kunci : TikTok, komentar, analisis sentimen, IndoBERT

Referensi : 31 (2019 – 2025)

ABSTRACT

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SENTIMENT ANALYSIS OF TIKTOK COMMENTS ON *INDONESIA EMAS 2045* TOPIC USING BERT

(xv+51 pages, 35 figures, 2 tables, 1 appendixes)

TikTok has become a major platform for the public to express opinions on various issues, including the strategic vision of *Indonesia Emas 2045*, which is a national development projection approaching the centenary of Indonesia's independence. This study aims to develop a sentiment analysis model for Indonesian language comments using the pre-trained IndoBERT model. The dataset consists of 10,138 comments collected from the top twenty TikTok contents using the hashtag *#IndonesiaEmas2045* during the period from 31 May 2023 to 31 March 2025. The dataset is categorized into three sentiment classes which are 3,274 positive comments, 3,515 neutral comments, and 3,349 negative comments. The data went through preprocessing, labeling, training, validation, and testing stages. The trained model was uploaded to Hugging Face under the name *Indonesia-Emas-2045-Sentiment-Classification*. The evaluation results show excellent performance with accuracy, precision, recall, and f1-score all reaching 96.5%. These findings demonstrate that the developed model is highly accurate in analyzing comment sentiments and can be effectively used to understand public opinion regarding the *Indonesia Emas 2045* issue on social media.

Keywords : TikTok, comments, sentiment analysis, IndoBERT

Refference : 31 (2019 – 2025)