

ABSTRAK

Sepak bola merupakan olahraga yang paling diminati di Indonesia, dengan 77% penduduk menunjukkan ketertarikan terhadapnya. Selain itu, menurut laporan The Global Digital Football Benchmark mencatat enam klub sepak bola Indonesia masuk dalam daftar 200 klub terpopuler dunia. Platform media sosial X berperan sebagai sarana utama bagi masyarakat dalam menngungkapkan opini, termasuk opini terkait performa Tim Nasional Indonesia. Penelitian ini menganalisis sentimen masyarakat terhadap kinerja Tim Nasional Indonesia selama masa kepelatihan Shin Tae-yong. Data berupa 393 tweet diklasifikasikan ke dalam sentimen positif dan negatif menggunakan algoritma Naive Bayes. Sebelum analisis, data diproses melalui tahapan *seperti cleaning, tokenize, transform cases, stopword removal* dan *filtering* untuk meningkatkan akurasi. Hasil penelitian menunjukkan bahwa algoritma Naive Bayes mencapai tingkat akurasi yang sangat tinggi, yaitu 98,73%, dengan *precision* 100, 00% (*positive class* : positif) dan *recall* 97,50% (*positive class* : positif), menandakan bahwa naïve bayes mampu mengklasifikasikan tweet dengan sangat baik. Dari 393 tweet yang dianalisis, sentimen positif lebih dominan dengan 50,9% atau 200 tweet, sedangkan sentimen negatif sebanyak 49,1% atau 193 tweet, menunjukkan bahwa opini terhadap topik yang diteliti cukup seimbang, meskipun lebih condong ke arah yang positif. Penelitian ini memberikan pemahaman mendalam mengenai persepsi masyarakat terhadap kinerja Tim Nasional di bawah kepemimpinan Shin Tae-yong.

Kata kunci: *Timnas; Sentimen; Niave Bayes; Sosial Media X; Data Mining*

ABSTRACT

Football is the most popular sport in Indonesia, with 77% of the population showing interest in it. In addition, according to The Global Digital Football Benchmark report, six Indonesian football clubs are among the top 200 most popular clubs in the world. The social media platform X serves as the primary medium for the public to express opinions, including those related to the performance of the Indonesian National Team. This study analyzes public sentiment regarding the performance of the Indonesian National Team during Shin Tae-yong's tenure as coach. A dataset of 393 tweets is classified into positive and negative sentiments using the Naïve Bayes algorithm. Prior to analysis, the data undergoes several preprocessing steps, such as cleaning, tokenization, case transformation, stopword removal, and filtering to improve accuracy. The study's results indicate that the Naïve Bayes algorithm achieved a very high accuracy of 98.73%, with a precision of 100.00% (for the positive class) and a recall of 97.50% (for the positive class), demonstrating that the Naïve Bayes classifier is highly effective in categorizing tweets. Of the 393 tweets analyzed, positive sentiment is slightly more dominant, accounting for 50.9% (200 tweets), while negative sentiment comprises 49.1% (193 tweets), showing that public opinion on the topic is fairly balanced, though slightly leaning towards the positive. This study provides an in-depth understanding of public perceptions of the Indonesian National Team's performance under Shin Tae-yong's leadership.

Keywords: *National Team; Sentiment; Naïve Bayes; Social Media X, Data Mining*