

ABSTRAK

RUU Perampasan Aset merupakan isu yang banyak diperbincangkan masyarakat di media sosial TikTok. Karakteristik komentar yang dapat memuat lebih dari satu aspek menyebabkan analisis sentimen secara umum belum mampu menggambarkan opini publik secara rinci. Penelitian ini bertujuan menganalisis arah opini publik terhadap isu RUU Perampasan Aset menggunakan metode *Lexicon-Based Sentiment Analysis* dan *Multi Aspect-Based Sentiment Analysis (M-ABSA)*. Data penelitian berupa 2.971 komentar TikTok yang diperoleh melalui web scraping menggunakan Apify. Proses analisis meliputi preprocessing, identifikasi aspek menggunakan *POS Tagging* dan *Trigger Word*, ekstraksi kata opini menggunakan context window, serta penentuan sentimen menggunakan kamus *lexicon*. Evaluasi dilakukan untuk membandingkan tiga skenario identifikasi aspek dengan menggunakan nilai *Micro F1-score* sebagai acuan utama. Hasil evaluasi menunjukkan bahwa Skenario 1 berbasis *POS Tagging* memperoleh rata-rata *Micro F1-score* sebesar 14,68%, Skenario 2 berbasis *Trigger Word* sebesar 67,27%, dan Skenario 3 berbasis *Hybrid (POS Tagging + Trigger Word)* sebesar 70,74%. Berdasarkan hasil tersebut, Skenario 3 *Hybrid* yang mengombinasikan *POS Tagging* dan *Trigger Word* dipilih sebagai skenario terbaik. Hasil analisis menunjukkan bahwa opini publik terhadap isu RUU Perampasan Aset cenderung negatif. Hasil tersebut menunjukkan bahwa kombinasi *Lexicon-Based Sentiment Analysis* dan *M-ABSA* mampu menganalisis sentimen pada setiap aspek dalam komentar TikTok terkait isu RUU Perampasan Aset.

Kata Kunci: Analisis Sentimen, *Lexicon-Based Sentiment Analysis*, M-ABSA, TikTok, RUU Perampasan Aset.

ABSTRACT

RUU Perampasan Aset is an issue that has been widely discussed by the public on TikTok social media. The characteristics of comments, which may contain more than one aspect, cause general sentiment analysis to be unable to describe public opinion in detail. This study aims to analyze the direction of public opinion on the RUU Perampasan Aset issue using the Lexicon-Based Sentiment Analysis and Multi Aspect-Based Sentiment Analysis (M-ABSA) methods. The research data consist of 2,971 TikTok comments obtained through web scraping using Apify. The analysis process includes preprocessing, aspect identification using POS Tagging and Trigger Word, opinion word extraction using a context window, and sentiment determination using a lexicon dictionary. Evaluation was conducted to compare three aspect identification scenarios using the Micro F1-score as the main evaluation metric. The evaluation results show that Scenario 1 based on POS Tagging achieved an average Micro F1-score of 14.68%, Scenario 2 based on Trigger Word achieved 67.27%, and Scenario 3 based on the Hybrid approach (POS Tagging + Trigger Word) achieved 70.74%. Based on these results, Scenario 3 Hybrid, which combines POS Tagging and Trigger Word, was selected as the best scenario. The analysis results indicate that public opinion on the RUU Perampasan Aset issue tends to be negative. These findings show that the combination of Lexicon-Based Sentiment Analysis and M-ABSA is capable of analyzing sentiment for each aspect in TikTok comments related to the RUU Perampasan Aset issue.

Keywords: *Sentiment Analysis, Lexicon-Based Sentiment Analysis, M-ABSA, TikTok, RUU Perampasan Aset.*