

ABSTRAK

Program naturalisasi pemain oleh PSSI menimbulkan kontroversi di tengah masyarakat, terutama sejak semakin banyak pemain keturunan yang direkrut untuk memperkuat Timnas Indonesia. Kebijakan ini memicu perbedaan pendapat sebagian mendukung karena dinilai mampu meningkatkan kualitas tim nasional, sementara sebagian lainnya menolak karena dianggap mengurangi kesempatan bagi pemain lokal. Perbedaan pandangan tersebut tersebar luas melalui media sosial X yang menjadi salah satu sarana utama masyarakat dalam menyampaikan opini dan membentuk persepsi publik. Penelitian ini bertujuan untuk menganalisis sentimen masyarakat terhadap program naturalisasi dengan menerapkan metode *Naïve Bayes Classifier* dan fitur *N-Gram*. Analisis sentimen digunakan untuk mengklasifikasikan opini masyarakat ke dalam tiga kategori, yaitu positif, negatif, dan netral secara otomatis. Metode *Naïve Bayes* dipilih karena kemampuannya dalam mengklasifikasikan data secara efisien, sementara *N-Gram* digunakan untuk menangkap konteks kata dalam teks secara lebih akurat. Hasil evaluasi menunjukkan bahwa model menghasilkan akurasi sebesar 84%, dengan performa terbaik pada sentimen negatif *F1-score* 0,88 dan netral *F1-score* 0,87, sedangkan sentimen positif memiliki *F1-score* sebesar 0,72. Model terbukti cukup efektif, namun masih diperlukan peningkatan dalam mendeteksi opini positif.

Kata kunci: Analisis sentimen, naturalisasi, *Naïve Bayes*, *N-Gram*, Timnas Indonesia, media sosial X

ABSTRACT

The PSSI's player naturalization program has caused controversy among the public, especially since more and more hereditary players have been recruited to strengthen the Indonesian national team. This policy triggers differences of opinion, some of which support it because it is considered capable of improving the quality of the national team, while others reject it because it is considered to reduce opportunities for local players. These different views are widespread through X social media, which is one of the main means for people to convey opinions and shape public perceptions. This research aims to analyze public sentiment towards the naturalization program by applying the Naïve Bayes Classifier method and N-Gram features. Sentiment analysis is used to classify public opinion into three categories, namely positive, negative, and neutral automatically. The Naïve Bayes method was chosen for its ability to classify data efficiently, while N-Gram was used to capture the context of words in the text more accurately. The evaluation results show that the model produces an accuracy of 84%, with the best performance on negative sentiment F1-score of 0.88 and neutral F1-score of 0.87, while positive sentiment has an F1-score of 0.72. The model proved to be quite effective, but improvement is still needed in detecting positive opinions.

Kata kunci: *Sentiment analysis, naturalization, Naïve Bayes, N-Gram, Indonesian national team, social media X*