

ANALISIS SENTIMEN TERHADAP PRODUK SKIN GAME DI FORUM *REVIEW FEMALE DAILY* MENGGUNAKAN METODE *MULTINOMIAL NAÏVE BAYES* DAN TF-IDF

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ABSTRAK

Female Daily merupakan salah satu *platform online* yang berfokus di bidang kecantikan termasuk kosmetik. *Platform* ini memiliki forum *review* dengan lebih dari 50.000 produk kosmetik yang dapat *direview* oleh *membersnya*. Salah satu *brand* yang berada di *platform* ini adalah Skin Game, yaitu *brand* kosmetik lokal yang didirikan pada tahun 2019 dan menyediakan produk *skincare* serta *make-up*. Dalam proses pemilihan *skincare*, seringkali calon pembeli membutuhkan opini orang, oleh karena itu Female Daily hadir memenuhi kebutuhan tersebut. Namun dengan banyaknya *review* yang tersedia, pengguna membutuhkan waktu lebih banyak untuk memutuskan membeli suatu produk karena harus membaca beberapa *review* terlebih dahulu. Cara lain yang dapat dilakukan untuk mempermudah hal tersebut adalah klasifikasi polaritas sentimen pada *review* produk. Dalam penelitian ini, 450 data *review* produk Acne Warrior dari brand Skin Game diambil melalui forum *review* Female Daily kemudian diklasifikasi menggunakan metode *Multinomial Naïve Bayes* dan TF-IDF untuk mengetahui sentimennya. Hasil evaluasi model *Multinomial Naïve Bayes* pada penelitian ini mendapatkan *accuracy* sebesar 86,6%, *precision* 89,1%, *recall* 94,2%, dan *specificity* 60%. Hasil penelitian ini berupa polaritas sentimen terhadap produk Skin Game. Berdasarkan hasil pelabelan, dari 450 *review*, 342 *review* (76%) memiliki sentimen positif yang artinya cocok serta merasakan manfaat dari produk tersebut dan 108 *review* (24%) memiliki sentimen negatif yang artinya tidak cocok atau produk Acne Warrior Skin Game tidak memenuhi ekspektasi pengguna.

Kata Kunci: *Multinomial Naïve Bayes*, TF-IDF, Analisis Sentimen, Skin Game, Female Daily.

**SENTIMENT ANALYSIS OF SKIN GAME'S PRODUCT IN
THE FEMALE DAILY REVIEW FORUM USING
MULTINOMIAL NAÏVE BAYES AND TF-IDF METHODS**

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ABSTRACT

Female Daily is an online platform that focuses on beauty, including cosmetics. This platform has a review forum with more than 50,000 cosmetic products that can be reviewed by their members. One of the brands on this platform is Skin Game, a local cosmetic brand that was founded in 2019 and provides skincare and make-up products. In the process of choosing skincare, prospective buyers often need people's opinions, therefore Female Daily is here to meet those needs. However, with the many reviews available, users need more time to decide to buy a product because they have to read several reviews first. Another way that can be done to make this easier is the classification of sentiment polarity in product reviews. In this study, 450 reviews of Acne Warrior products from the Skin Game brand were taken through the Female Daily review forum and then classified using the Multinomial Naïve Bayes and TF-IDF methods to determine the sentiment. The results of the evaluation of the Multinomial Naïve Bayes model in this study obtained 86.6% accuracy, 89.1% precision, 94.2% recall, and 60% specificity. The result of this research is the polarity of sentiment towards Skin Game products. Based on the results of labelling, out of 450 reviews, 342 reviews (76%) have positive sentiments which means that they are suitable and feel the benefits of the product and 108 reviews (24%) have negative sentiments which means that they are not suitable or the Acne Warrior Skin Game product does not meet user expectations.

Keywords: Multinomial Naïve Bayes, TF-IDF, Sentiment Analysis, Skin Game, Female Daily.