

ABSTRACT

With current technological developments, there is a behavior of corporate society in using the internet. Currently the behavior of using the internet with the largest proportion in Indonesia is by using social media, one of the social media that is most often accessed by Indonesian people is Youtube. Youtube is a bold video sharing platform, one of the Youtube channels with collaborative content with the highest number of subscribers is the Nihongo Mantappu channel.

This study aims to analyze the perception of judgment from video commentary collaboration conducted by the Nihongo Mantappu channel for content development using the aspect based sentiment analysis method. The aspect used in this study is the type of content consisting of Cooking, Challenge, Education, Mukbang, QnA, Vlog content.

In this study, the research method used is quantitative method with the aim of descriptive research which explains the results of the analysis of sentiment analysis per aspect. The application of sentiment analysis based on aspects is used to find out the sentiment felt by the evaluation of collaborative videos based on aspects of the type of content carried out by Nihongo Mantappu.

This research using the decision tree model shows the level of accuracy in sentiment analysis of 96.08% and in aspect based sentiment analysis of 98.36%. The results of this study indicate that overall the dominating sentiment is neutral sentiment with a proportion of 60.5%, positive sentiment with a proportion of 23.8%, and negative sentiment with a proportion of 15.7%.

The results of this study are used as a reference and material for consideration in developing types of collaborative video content by the Nihongo Mantappu Channel such as maintaining and developing educational content types, improving and developing Cooking, Mukbang, QnA, and Vlog content types, and evaluating and improving challenge content types.

Keywords: Aspect based sentiment analysis, Content Development, Viewers Perception, Collaboration.