**Abstract**

*Sentiment analysis is an essential method to understand the views and emotions of social media users regarding a specific event or topic. In the context of sentiment analysis, the phenomenon of the hashtag "#UsutTuntasTragediKanjuruhan" has drawn attention due to its involvement in a tragic event that captured widespread public interest. This study aims to apply the classification methods SVM, Logistic Regression, and Naive Bayes in analyzing the sentiment behind the hashtag "#UsutTuntasTragediKanjuruhan" on the Twitter platform. The dataset consists of sentiment data categorized into positive, neutral, and negative using TF-IDF as the feature extraction technique. The experimental results indicate that SVM, overall, provides higher accuracy and F1-Score compared to the other two methods. In conclusion, this research provides crucial insights into selecting the appropriate classification method for sentiment analysis concerning the "#UsutTuntasTragediKanjuruhan" phenomenon. Although SVM offers higher accuracy and F1-Score, the choice of method should be considered based on specific aspects, such as performance evaluation when dealing with diverse sentiments or imbalanced data distributions.*

**Keywords:** *Social Media*, Sentiment Analysis, SVM, *Logistic Regression, Naïve Bayes*