Analisis Sentimen Terhadap Ulasan Anime Berbahasa Inggris pada Situs MyAnimeList dengan Menggunakan Metode Ekstraksi Fitur TF-IDF dan Klasifikasi *Naïve Bayes*

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Abstract

Anime has become an increasingly popular form of entertainment worldwide. In the era of streaming services such as Netflix, Crunchyroll, and Funimation, fans find it easier to access a variety of anime titles. MyAnimeList (MAL) is a popular online platform for anime and manga enthusiasts to track their favorite titles and write reviews. This research aims to analyze sentiment towards English-language anime reviews from various anime titles. The study utilizes a combination of TF-IDF feature extraction and Naïve Bayes classification methods on anime review data from the MyAnimeList (MAL) website. It proceeds with calculating accuracy, precision, recall, and F1-score to determine the effectiveness of sentiment analysis using three scenarios. The dataset used in this research comprises 1000 review samples collected from the MyAnimeList website. The results of the study indicate, firstly, that sentiment analysis through stemming has a higher confusion matrix value than lemmatization, with an F1-Score of 65,04%. Secondly, the use of TF-IDF bigram feature extraction is better than unigram and trigram, with an F1-Score of 66,13%. Finally, the use of Multinomial Naïve Bayes classification is better than Gaussian Naïve Bayes, with an F1-Score of 63,33%.

Keywords: anime, review, sentiment analysis, TF-IDF, Naïve Bayes.