

ABSTRACT

ANALYSIS OF PUBLIC OPINION SENTIMENT ON YOUTUBE COMMENTS ON JAKARTA-BANDUNG FAST TRAIN USING NAIVE BAYES METHOD

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The Jakarta-Bandung High-Speed Rail (Whoosh) is Indonesia's largest transportation project, which has sparked various public reactions, including both support and criticism. Public opinion regarding this project is widely expressed through social media, particularly in the comment sections of YouTube videos. This research aims to analyze public sentiment toward the project using the Multinomial Naive Bayes algorithm. The dataset consists of 4,161 comments collected from several YouTube videos discussing the Jakarta-Bandung High-Speed Rail. The data were processed through stages including preprocessing, sentiment labeling, and classification. The sentiment was categorized into two classes: positive and negative. From a total of 4,058 comments analyzed, 3,000 comments (75.49%) were classified as positive and 974 comments (24.50%) as negative. Positive comments generally expressed pride and optimism about the advancement of national infrastructure, while negative comments often highlighted concerns about funding, national debt, and the project's impact on the economy. The evaluation results show that the model performs well on the test data with an accuracy of 81%. This study provides insight into public perception and can be used as a reference for evaluating public opinion and planning future infrastructure projects.

Keywords: : *sentiment analysis, youtube, jakarta-bandung high-speed rail, naive bayes classifier.*