

## ABSTRACT

*The presence of Starlink satellite internet services in Indonesia has sparked various opinions on social media, particularly on YouTube, making it important to understand public perception in order to evaluate the acceptance and challenges of the service. This topic is raised due to the limited internet access in remote areas of Indonesia, while understanding public response to Starlink remains unsystematically managed, which makes it difficult for service providers to improve quality and strategy. This study utilizes comments from 10 YouTube videos related to Starlink, which undergo preprocessing stages including data cleaning, case folding, normalization, tokenization, stopword removal, and stemming. The data is labeled as positive or negative sentiment using the SenticNet lexicon, weighted with TF-IDF, balanced using the SMOTE technique, and classified using the Decision Tree algorithm. The model is evaluated using accuracy, precision, recall, and F1-score metrics. Results show that the majority of comments are positive, with 59.69% positive sentiment and 40.31% negative sentiment. The Decision Tree model achieved an accuracy of 76,35% using default parameters with an 80:20 split proportion and 71,26% after parameter tuning with the same split proportion. Parameter tuning was applied to address overfitting issues in the data. This research is expected to provide insights into public opinion regarding the Starlink internet service provider in Indonesia.*

**Keywords:** *sentiment analysis, Starlink, Decision Tree*