

ABSTRACT

The Wild Robot (2024) is an animated film adaptation of a novel that topped the box office in its first week of release but experienced a steady decline in rankings in the following weeks. This phenomenon indicates a mismatch between audience expectations and their viewing experience of the film adaptation. This perception is reflected in online reviews, particularly on the IMDb platform.

This study aims to analyze audience sentiment toward the film The Wild Robot based on IMDb reviews, identify aspects of the film that predominantly receive positive or negative sentiment, and evaluate the performance of classification algorithms in accurately grouping sentiment. This objective underpins the approach of combining overall sentiment analysis and aspect-based sentiment analysis (ABSA).

This research method includes collecting 951 review data from IMDb, followed by preprocessing stages, namely lowercasing, stopword removal, and lemmatization. Overall sentiment classification was performed using the Support Vector Machine (SVM) and Stochastic Gradient Descent (SGD) algorithms, while aspect-based sentiment analysis was conducted using specific keywords across seven film aspects: characters, conflict, editing, location, sound, mise-en-scène, and cinematography. This approach does not yet represent the entirety of the reviews.

The results show that 91% of reviews contain positive sentiment, with conflict being the most dominant aspect of positive sentiment (90%) as well as the most criticized aspect. Cinematography received the highest proportion of positive sentiment (96%). Meanwhile, characters received the highest proportion of negative sentiment (13%). Performance evaluation of the model shows that the SGD algorithm has a higher overall evaluation result with an accuracy of 91% and an F1-Score of 88% compared to SVM.

This study contributes to managerial decision-making in film marketing, particularly in maintaining Box Office rankings through strengthening narrative and visual aspects. However, this study has several limitations. First, the number of reviews is relatively small, so it does not yet reflect the broader audience sentiment. Second, the method of analyzing aspects in this study still uses a manual keyword approach, which has the potential to overlook hidden or implicit aspects in the reviews. Third, the classification algorithms used are limited to classical models, namely SVM and SGD, which do not utilize deep learning-based models like BERT, which offer superior performance. Therefore, future research is recommended to expand the scope of data, adopt more automated aspect identification techniques, and explore the use of deep learning-based algorithms to enhance the accuracy and depth of sentiment analysis.

Key Words: Sentiment Analysis, ABSA, IMDb, SGD, SVM