

ABSTRACT

The naturalization policy for players in the Indonesian National Football Team during the era of Coach Shin Tae-yong has sparked various public responses on social media. This study aims to analyze public perceptions of the naturalization policy using a sentiment analysis approach with the IndoBERT model. Five variants of the pre-trained IndoBERT model were evaluated, including indobenchmark/indobert-base-p1, indobert-large, and indobertweet-base. The experimental results show that the IndoBERT base-p1 model, configured with a batch size of 16, a learning rate of 5e-5, and 4 epochs, achieved the best accuracy of 94.11%. To address class imbalance in the data, the Synthetic Minority Over-sampling Technique (SMOTE) was applied, which significantly improved the model's performance compared to before SMOTE implementation, increasing from 75.09% to 94.11%. This improvement demonstrates that SMOTE can balance the distribution of positive, negative, and neutral sentiment classes, enabling the model to more accurately recognize patterns in minority classes without reducing performance on majority classes. The sentiment analysis results indicate that public perception of the naturalization policy tends to be neutral, with a relatively balanced distribution of supportive and critical opinions.

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Keywords: Sentiment Analysis, Naturalization, Indonesian National Team, Social Media, X, IndoBERT