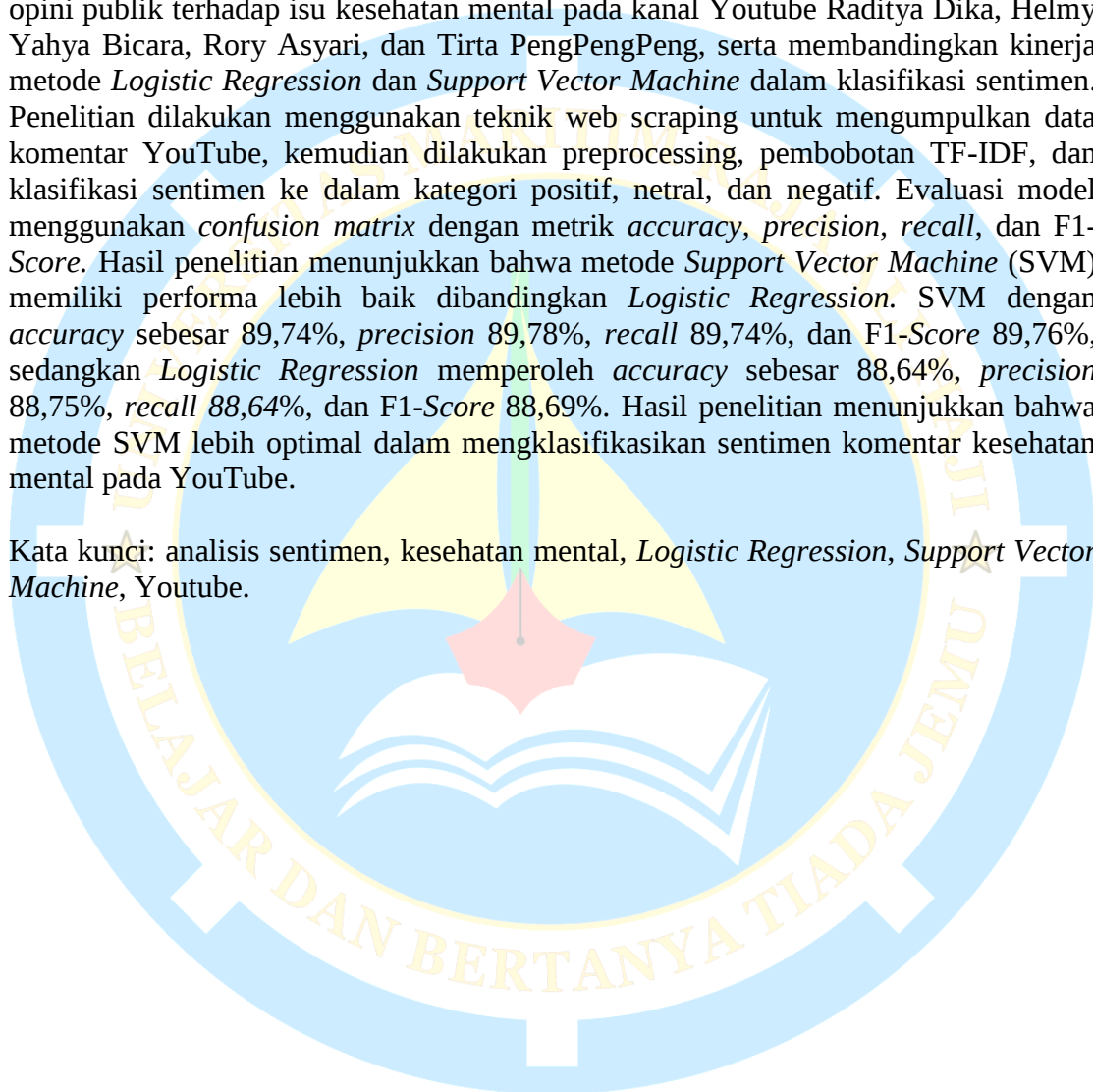


## ABSTRAK

SISKA WULANDARI. Analisis Sentimen Opini Publik terhadap Kesehatan Mental di Media Sosial Menggunakan Perbandingan Metode *Logistic Regression* dan *Support Vector Machine* (SVM). Dibimbing oleh NURUL HAYATY dan NURFALINDA.

Kesehatan mental merupakan salah satu aspek penting dalam kehidupan manusia yang memengaruhi pola pikir, emosi, dan interaksi sosial. Media sosial seperti YouTube menjadi sarana masyarakat dalam menyampaikan opini terkait isu kesehatan mental melalui kolom komentar. Penelitian ini bertujuan untuk mengetahui sentimen opini publik terhadap isu kesehatan mental pada kanal Youtube Raditya Dika, Helmy Yahya Bicara, Rory Asyari, dan Tirta PengPengPeng, serta membandingkan kinerja metode *Logistic Regression* dan *Support Vector Machine* dalam klasifikasi sentimen. Penelitian dilakukan menggunakan teknik web scraping untuk mengumpulkan data komentar YouTube, kemudian dilakukan preprocessing, pembobotan TF-IDF, dan klasifikasi sentimen ke dalam kategori positif, netral, dan negatif. Evaluasi model menggunakan *confusion matrix* dengan metrik *accuracy*, *precision*, *recall*, dan *F1-Score*. Hasil penelitian menunjukkan bahwa metode *Support Vector Machine* (SVM) memiliki performa lebih baik dibandingkan *Logistic Regression*. SVM dengan *accuracy* sebesar 89,74%, *precision* 89,78%, *recall* 89,74%, dan *F1-Score* 89,76%, sedangkan *Logistic Regression* memperoleh *accuracy* sebesar 88,64%, *precision* 88,75%, *recall* 88,64%, dan *F1-Score* 88,69%. Hasil penelitian menunjukkan bahwa metode SVM lebih optimal dalam mengklasifikasikan sentimen komentar kesehatan mental pada YouTube.

Kata kunci: analisis sentimen, kesehatan mental, *Logistic Regression*, *Support Vector Machine*, Youtube.



## ABSTRACT

SISKA WULANDARI. *Sentiment Analysis of Opinion on Mental Health Issues on YouTube Social Media Using Logistic Regression and Support Vector Machine (SVM) Methods.* Supervised by NURUL HAYATY and NURFALINDA

Mental Health is an important aspect of human life that affects thought patterns, emotions, and social interactions. Social media platforms such as YouTube have become a medium for people to express opinions regarding mental health issues through comment sections. This study aims to identify public sentiment toward mental health issues on the YouTube channels of Raditya Dika, Helmy Yahya Bicara, Rory Asyari, and Tirta PengPengPeng, as well as to compare the performance of the Logistic Regression and Support Vector Machine (SVM) methods in sentiment classification. The research was conducted using web scraping techniques to collect YouTube comment data, followed by preprocessing, TF-IDF weighting, and sentiment classification into positive, neutral, and negative categories. Model evaluation was carried out using a confusion matrix with accuracy, precision, recall, and F1-Score metrics. The results showed that the Support Vector Machine (SVM) method outperformed Logistic Regression with an accuracy of 89,74%, precision of 89,78%, recall of 89,74%, and F1-Score of 89,76%, while Logistic Regression achieved an accuracy of 88,64%, precision of 88,75%, recall of 88,64%, and F1-Score of 88,69%. The study concludes that the SVM method is more optimal for classifying sentiment in mental health comments on YouTube.

**Keywords:** Logistic Regression, mental health, sentiment analysis, Support Vector Machine, YouTube.