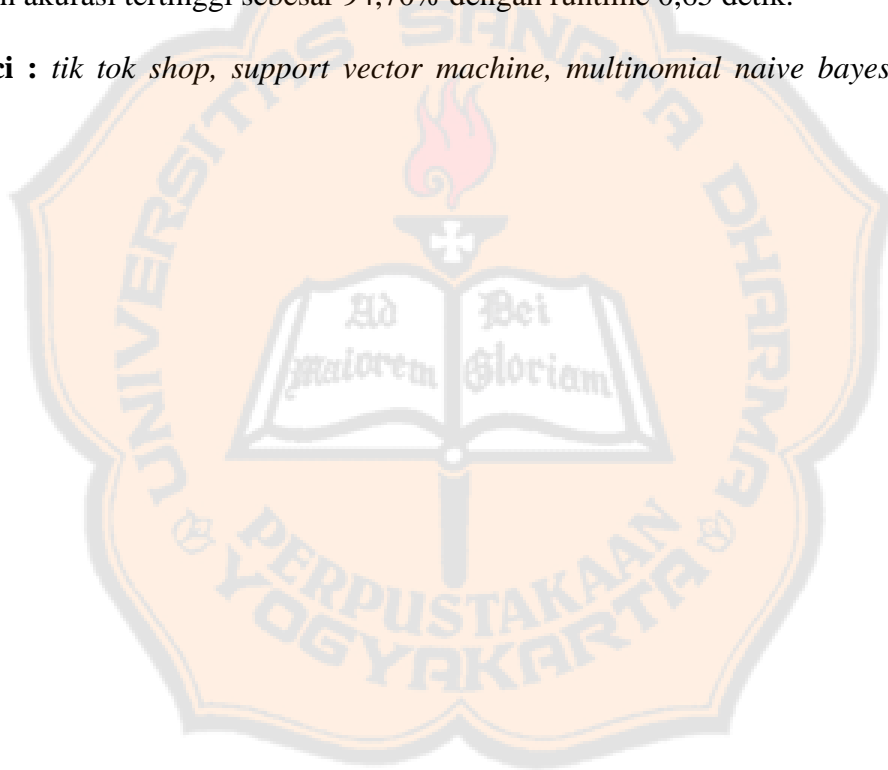## ABSTRAK

TikTok Shop adalah fitur di platform TikTok yang memungkinkan pengguna membeli dan menjual barang dengan harga lebih murah daripada pasar konvensional. Namun, pada Oktober 2023, pemerintah menghentikan operasinya karena pedagang lokal mengalami kesulitan bersaing dan usaha mereka terhambat. Banyak pengguna merasa dirugikan karena TikTok Shop memungkinkan pengguna membeli dan menjual barang dengan mudah dan murah. Hasil pengujian menunjukan bahwa *VADER Lexicon* mampu memberikan label pada setiap sentimen. Klasifikasi dengan metode *Support Vector Machine* dan *Multinomial Naive Bayes* dengan dan tanpa seleksi fitur *chi square* akan diterapkan pada permasalahan ini untuk mengetahui peran dari *chi* square sekaligus membandingkan hasil klasifikasi tertinggi. Hasil klasifikasi dari *Support Vector Machine* tanpa *chi square* memberikan akurasi tertinggi sebesar 94,70% dengan waktu runtime 117,12 detik dan *Multinomial Naive Bayes* tanpa *chi square* memberikan akurasi tertinggi sebesar 92,26% dengan runtime 2,01 detik. Sedangkan metode *Support Vector Machine* menggunakan *chi square* memberikan akurasi tertinggi sebesar 95,29% dengan runtime 66,09 detik dan *Multinomial Naive Bayes* menggunakan chi square memberikan akurasi tertinggi sebesar 94,70% dengan runtime 0,65 detik.

Kata kunci : *tik tok shop, support vector machine, multinomial naive bayes, chi square, klasifikasi.*

ABSTRACT

TikTok Shop is a feature on the TikTok platform that allows users to buy and sell goods at prices lower than conventional markets. However, in October 2023, the government halted its operations due to local merchants facing difficulties in competing and their businesses being hindered. Many users felt disadvantaged as TikTok Shop enabled easy and affordable transactions. This study evaluates sentiment classification related to the closure of TikTok Shop using *Support Vector Machine* and *Multinomial Naive Bayes* models, both with and without *chi square* feature selection, to determine the role of *chi square* and compare classification results. The *VADER Lexicon* was used to label each sentiment. The results showed that the *Support Vector Machine* model without *chi square* achieved the highest accuracy of 94.70% with a runtime of 117.12 seconds, while the *Multinomial Naive Bayes* model without *chi square* achieved the highest accuracy of 92.26% with a runtime of 2.01 seconds. Conversely, the *Support Vector Machine* model with *chi square* achieved a higher accuracy of 95.29% with a runtime of 66.09 seconds, and the *Multinomial Naive Bayes* model with chi square achieved an accuracy of 94.70% with a runtime of 0.65 seconds. These findings indicate *that chi square* feature selection can enhance classification accuracy and affect processing time, contributing significantly to the efficiency and effectiveness of sentiment analysis.

Keywords : *tik tok shop, support vector machine, multinomial naive bayes, chi square, classification.*