

ABSTRAK

Tim Nasional Sepak Bola Indonesia merupakan salah satu entitas olahraga yang paling banyak mendapat perhatian publik, terutama melalui media sosial seperti Instagram. Selama putaran ketiga Kualifikasi Piala Dunia 2026, akun resmi Instagram Timnas Indonesia menerima ribuan komentar dari masyarakat yang mencerminkan berbagai opini dan sentimen. Penelitian ini bertujuan untuk menganalisis sentimen komentar pengguna Instagram terhadap Timnas Indonesia dengan pendekatan Aspect-Based Sentiment Analysis (ABSA). Data dikumpulkan melalui metode web scraping dari enam unggahan pertandingan dengan total 6.600 komentar. Setelah dilakukan preprocessing, jumlah data yang dianalisis sebanyak 6.216 komentar. Ekstraksi aspek dilakukan menggunakan algoritma Latent Dirichlet Allocation (LDA), menghasilkan tiga aspek utama: Dukungan & Semangat Nasional, Performa Tim & Lawan, dan Hasil & Situasi Pertandingan, yang telah divalidasi oleh ahli Bahasa. Pelabelan sentimen dilakukan menggunakan lexicon Bahasa Indonesia, yaitu InSet. Data direpresentasikan menggunakan TF IDF dan diklasifikasikan dengan algoritma Multinomial Naive Bayes yang dioptimasi menggunakan GridSearchCV dan divalidasi dengan Stratified K-Fold. Hasil klasifikasi menunjukkan bahwa akurasi tertinggi diperoleh pada aspek Performa Tim & Lawan sebesar 81,45%, diikuti oleh aspek Dukungan & Semangat Nasional sebesar 80,70%, serta Hasil & Situasi Pertandingan sebesar 79,37%, dengan rata-rata akurasi model sebesar 80,50%. Temuan ini menunjukkan bahwa pendekatan ABSA efektif untuk mengidentifikasi opini publik secara lebih mendalam terhadap aspek-aspek penting dalam performa Timnas Indonesia.

Kata Kunci : Timnas Indonesia, analisis sentimen, Instagram, Naive Bayes, LDA, TF-IDF, aspek performa, dukungan, hasil pertandingan.

ABSTRACT

The Indonesian National Football Team is one of the most widely followed sports entities, particularly on social media platforms such as Instagram. During the third round of the 2026 World Cup Qualifiers, the official Instagram account of the Indonesian national team received thousands of comments from the public, reflecting a wide range of opinions and sentiments. This study aims to analyze user sentiment in Instagram comments toward the Indonesian National Team using the Aspect-Based Sentiment Analysis (ABSA) approach. Data were collected through web scraping from six match-related posts, totaling 6,600 comments. After preprocessing, 6,216 comments were analyzed. Aspect extraction was carried out using the Latent Dirichlet Allocation (LDA) algorithm, resulting in three main aspects: Support & National Spirit, Team & Opponent Performance, and Match Results & Situations, all of which were validated by language experts. Sentiment labeling was performed using an Indonesian-language lexicon, InSet. The data were represented using TF-IDF and classified with the Multinomial Naive Bayes algorithm, optimized using GridSearchCV and validated with Stratified K-Fold. The classification results showed that the highest accuracy was achieved in the Team & Opponent Performance aspect at 81.45%, followed by Support & National Spirit at 80.70%, and Match Results & Situations at 79.37%, with an overall average model accuracy of 80.50%. These findings indicate that the ABSA approach is effective in providing deeper insights into public opinion on key aspects of the Indonesian National Team's performance.

Keyword : Indonesia national team, sentiment analysis, Instagram, Naive Bayes, LDA, TF-IDF, performance aspect, support, match results.