

ABSTRAK

Penelitian ini menganalisis sentimen pengguna media sosial terhadap konten berbasis Artificial Intelligence (AI) dengan menerapkan metode Natural Language Processing (NLP) yang terintegrasi dengan pendekatan survei SERVQUAL. Data teks berupa komentar dan opini pengguna diperoleh dari platform media sosial dan diproses menggunakan Python untuk tahap preprocessing, klasifikasi sentimen, dan analisis data. Klasifikasi sentimen dilakukan untuk mengidentifikasi persepsi positif, negatif, dan netral terhadap konten AI.

Selain itu, penelitian ini mengukur kesenjangan antara harapan dan persepsi pengguna melalui lima dimensi SERVQUAL, yaitu tangibles, reliability, responsiveness, assurance, dan empathy. Hasil analisis sentimen kemudian diintegrasikan dengan hasil evaluasi SERVQUAL untuk menghasilkan model evaluasi kualitas konten digital yang komprehensif. Evaluasi model dilakukan dengan mengukur akurasi klasifikasi serta uji validitas dan reliabilitas instrumen survei.

Temuan penelitian menunjukkan bahwa kombinasi analisis sentimen berbasis NLP dan pendekatan SERVQUAL efektif dalam memetakan persepsi serta kualitas interaksi pengguna terhadap konten AI di media sosial. Model evaluasi yang dihasilkan dapat menjadi dasar dalam meningkatkan strategi komunikasi digital serta mendukung pengambilan keputusan berbasis data.

Kata Kunci: Analisis Sentimen, Artificial Intelligence, Natural Language Processing, SERVQUAL, Media Sosial, Evaluasi Konten Digital.

ABSTRACT

This study analyzes social media users' sentiment toward Artificial Intelligence (AI)-based content by applying Natural Language Processing (NLP) methods integrated with the SERVQUAL survey approach. Text data in the form of user comments and opinions were collected from social media platforms and processed using Python for preprocessing, sentiment classification, and data analysis. Sentiment classification was conducted to identify positive, negative, and neutral perceptions of AI content.

In addition, this study measures the gap between user expectations and perceptions through the five SERVQUAL dimensions: tangibles, reliability, responsiveness, assurance, and empathy. The results of sentiment analysis are then integrated with SERVQUAL evaluation outcomes to produce a comprehensive digital content quality evaluation model. Model evaluation is carried out by measuring classification accuracy as well as testing the validity and reliability of the survey instrument.

The findings indicate that the combination of NLP-based sentiment analysis and the SERVQUAL approach is effective in mapping user perceptions and the quality of interactions with AI content on social media. The resulting evaluation model can serve as a foundation for improving digital communication strategies and supporting data-driven decision-making.

Keywords: Sentiment Analysis, Artificial Intelligence, Natural Language Processing, SERVQUAL, Social Media, Digital Content Evaluation.