

### **Abstract**

**This study aims to identify and understand both positive and negative sentiments reflected in online discussions, specifically regarding the phenomenon of boycotting Israeli products on the YouTube platform. By utilizing machine learning techniques, sentiment analysis can efficiently process large-scale data, enhance the accuracy of interpreting public opinion, and provide deeper insights into societal preferences. The method employed in this study is the Support Vector Machine (SVM) algorithm with a comparative approach to feature extraction using Word2Vec and INDObert. The selection of the SVM algorithm is based on its superiority in achieving higher accuracy compared to other algorithms. Furthermore, the application of Word2Vec and INDObert aims to improve the effectiveness of feature representation by capturing contextual relationships between words, enabling more accurate and structured text classification. This study is expected to contribute to the development of sentiment analysis as a tool for evaluating public opinion on relevant social and political issues.**

**Keywords: Sentiment Analysis, Boycott of Israeli Products 2024, Youtube, SVM, Word2Vec, INDObert.**

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