

ABSTRACT

The Indonesian national football team jersey is the attire worn by the Indonesian national team when playing football. In early 2024, PSSI released the latest national team jersey in collaboration with Erspo as the apparel provider, sparking various public reactions on social media, particularly on the platform “X.” Many positive opinions emerged, praising the simple design and the improved quality of the jersey compared to the previous version. However, negative opinions also surfaced, criticizing the unappealing design, peeling logo, and similarities to other countries' jerseys. Therefore, sentiment analysis is needed to examine the reactions and debates regarding the 2024 Indonesian national team jersey. Sentiment analysis is conducted using the Naïve Bayes method to classify public sentiment into positive and negative categories. Using a 75:25 ratio for training and test data, the Naïve Bayes analysis achieved an accuracy of 86%, classifying sentiment from a total of 2,283 tweets into 1,175 negative and 470 positive classes. This indicates that public opinion on “X” tends to be negative due to dissatisfaction with the design, quality, and other aspects. The results of this sentiment analysis serve as a consideration for purchasing the national team jersey. Additionally, for Erspo and other apparel companies such as Nike, Riors, or Mills, these findings can serve as a reference to understand public responses to Erspo's jersey design and as a consideration for future jersey production.

Keywords: sentiment analysis, naïve bayes, national team jersey