

ABSTRAK

ANALISIS SENTIMEN TERHADAP PEMBACA BUKU GRIT: THE POWER OF PASSION AND PERSEVERANCE SERTA KORELASINYA DENGAN SIKAP PANTANG MENYERAH DAN MOTIVASI HIDUP BERBASIS WEBSITE

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Minat baca masyarakat Indonesia masih tergolong rendah, sehingga diperlukan pendekatan inovatif dalam mendorong budaya literasi. Salah satu caranya dengan menganalisis pengaruh buku-buku motivasi populer terhadap pembacanya. Penelitian ini bertujuan untuk mengetahui hubungan antara sentimen pembaca terhadap buku *Grit* karya Angela Duckworth dengan aspek psikologis seperti sikap pantang menyerah (*grit*), motivasi, dan pencapaian pribadi. Metode yang digunakan pada penelitian ini adalah analisis sentimen berbasis algoritma *Naïve Bayes Classifier* serta uji korelasi Spearman. Data diperoleh dari ulasan pembaca dari platform *goodreads* dan survei kuesioner dengan *google form*. Hasil analisis menunjukkan bahwa model *Naïve Bayes* memiliki performa sangat baik dengan akurasi, presisi, *recall*, dan *f1-score* sebesar 100%. Uji korelasi Spearman menunjukkan hubungan positif yang signifikan antara sentimen pembaca dan ketiga variabel psikologis, dengan korelasi tertinggi pada motivasi sebesar 0,750 diikuti oleh sikap pantang menyerah (*grit*) sebesar 0,617 dan pencapaian pribadi sebesar 0,591. Temuan ini mengidentifikasi bahwa persepsi positif terhadap buku *Grit* berasosiasi kuat dengan peningkatan motivasi, sikap pantang menyerah (*grit*), dan pencapaian pribadi pembaca. Selain itu, *dashboard* berbasis website berhasil diimplementasikan menggunakan *python* dan *framework streamlit*. Seluruh fitur telah diuji menggunakan metode *blackbox testing* dan terbukti semua fitur berfungsi dengan baik sesuai tujuan yang diharapkan. Penelitian ini diharapkan dapat menjadi referensi bagi pengembangan literasi berbasis data, serta mendorong pemanfaatan teknologi dalam mengevaluasi dampak psikologis dari bahan bacaan.

Kata kunci: literasi, *Grit*, sentimen analisis, *Naïve Bayes*, korelasi Spearman

ABSTRACT

SENTIMENT ANALYSIS OF READER OF THE BOOK GRIT: THE POWER OF PASSION AND PERSEVERANCE AND ITS CORRELATION WITH NEVER-GIVE-UP ATTITUDE AND LIFE MOTIVATION BASED ON A WEBSITE

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The reading interest of Indonesians is still relatively low, so an innovative approach is needed to promote a culture of literacy. One way to do this is by analyzing the influence of popular motivational books on their readers. This study aims to determine the relationship between readers' sentiments toward Angela Duckworth's book Grit and psychological aspects such as grit, motivation, and personal achievement. The methods used in this study include sentiment analysis based on the Naïve Bayes Classifier algorithm and Spearman's correlation test. Data was collected from reader reviews on the Goodreads platform and a questionnaire survey using Google Forms. The analysis results indicate that the Naïve Bayes model performs exceptionally well, achieving accuracy, precision, recall, and F1-score of 100%. The Spearman correlation test showed a significant positive relationship between reader sentiment and the three psychological variables, with the highest correlation in motivation at 0.750, followed by grit at 0.617 and personal achievement at 0.591. These findings identify that positive perceptions of the book Grit are strongly associated with increased motivation, grit, and personal achievement among readers. Additionally, the web-based dashboard was successfully implemented using Python and the Streamlit framework. All features were tested using blackbox testing methods and proven to function properly as intended. This research is expected to serve as a reference for the development of data-based literacy and encourage the use of technology in evaluating the psychological impact of reading materials.

Keywords: literacy, Grit, sentiment analysis, Naïve Bayes, Spearman correlation