

## DAFTAR PUSTAKA

- Ahmad, W. A., & Wardhana, S. R. (2023). Klasifikasi Judul Video YouTube Mengandung Clickbait Menggunakan Metode Naïve Bayes. *Jurnal Riset Inovasi Bidang Informatika Dan Pendiikan Informatika (KERNEL)*, 4(2). <https://doi.org/10.31284/j.kernel.2023.v4i2.7520>
- Bhardwaj, R., Majumder, N., & Poria, S. (2021). Investigating Gender Bias in BERT. *Cognitive Computation*, 13(4), 1008–1018. <https://doi.org/10.1007/s12559-021-09881-2>
- Cristina, T., & Polo, F. (2020). *Use of ROC Curves in Clinical and Experimental Studies*. 7301, 23–26.
- Eltahier, S., Dawood, O., & Saeed, I. (2025). BERT Fine-Tuning for Software Requirement Classification: Impact of Model Components and Dataset Size. *Information (Switzerland)*, 16(11), 1–16. <https://doi.org/10.3390/info16110981>
- Fakhruzzaman, M. N., Jannah, S. Z., Ningrum, R. A., & Fahmiyah, I. (2021). *Clickbait Headline Detection in Indonesian News Sites using Multilingual Bidirectional Encoder Representations from Transformers (M-BERT)*. <http://arxiv.org/abs/2102.01497>
- Girinoto, G., Alwan, D. A., Gde K. T. D, G. A. N., Nabila, O. G., Arizal, A., & Priambodo, D. F. (2022). Implementasi Deteksi Judul Berita Clickbait Berbahasa Indonesia dengan pre-trained model Multilingual BERT Pada Aplikasi Berbasis Chrome Extension. *Jurnal Ilmiah SINUS*, 20(2), 25. <https://doi.org/10.30646/sinus.v20i2.624>
- Gordon-Rodriguez, E., Loaiza-Ganem, G., Pleiss, G., & Cunningham, J. P. (2020). Uses and Abuses of the Cross-Entropy Loss: Case Studies in Modern Deep Learning. *Proceedings of Machine Learning Research*, 137, 1–10.
- Jácobo-Morales, D., & Marino-Jiménez, M. (2024). Clickbait: Research, challenges and opportunities – A systematic literature review. *Online Journal of Communication and Media Technologies*, 14(4). <https://doi.org/10.30935/ojcm/15267>
- Javed, A., Rashid, I., Tahir, S., Saeed, S., Almuhaideb, A. M., & Alissa, K. (2024). AdamW+: Machine Learning Framework to Detect Domain Generation Algorithms for Malware. *IEEE Access*, 12, 79138–79150. <https://doi.org/10.1109/ACCESS.2024.3407546>
- Joy, S. S., Aishi, D., Nodi, N. T., & Rasel, A. A. (2023). *BanglaClickBERT: Bangla Clickbait Detection from News Headlines using Domain Adaptive BanglaBERT and MLP Techniques*. <https://www.selenium.dev/>
- Khoerinisa, Z. Y. (2024). *Deteksi Clickbait Menggunakan Data Augmentasi dan DistilBERT*.
- Koroteev, M. V. (2021). *BERT: A Review of Applications in Natural Language Processing and Understanding*. <http://arxiv.org/abs/2103.11943>
- Koto, F., Rahimi, A., Lau, J. H., & Baldwin, T. (2020). IndoLEM and IndoBERT: A Benchmark Dataset and Pre-trained Language Model for Indonesian NLP. *COLING 2020 - 28th International Conference on Computational Linguistics, Proceedings of the Conference*, 757–770. <https://doi.org/10.18653/v1/2020.coling-main.66>
- Loshchilov, I., & Hutter, F. (2019). Decoupled weight decay regularization. *7th International Conference on Learning Representations, ICLR 2019*.
- Mao, A., Mohri, M., & Zhong, Y. (2023). Cross-Entropy Loss Functions: Theoretical Analysis and Applications. *Proceedings of Machine Learning Research*, 202, 23803–23828.
- Muhibin, H. M., & Widhiandono, D. (2024). Perbedaan Penulisan Judul Antara Media Cetak Dan Media Online Untuk Meningkatkan Daya Tarik Pembaca. In *RELASI: Jurnal*

- Penelitian Komunikasi* (Vol. 04, Issue 03).
- Pearce, T., Brintrup, A., & Zhu, J. (2021). *Understanding Softmax Confidence and Uncertainty. section C*. <http://arxiv.org/abs/2106.04972>
- Putri, D. U. K., & Pratomo, D. N. (2022). Clickbait Detection of Indonesian News Headlines using Fine-Tune Bidirectional Encoder Representations from Transformers (BERT). *Inform : Jurnal Ilmiah Bidang Teknologi Informasi Dan Komunikasi*, 7(2), 162–168. <https://doi.org/10.25139/inform.v7i2.4686>
- Rahali, A., & Akhloufi, M. A. (2023). End-to-End Transformer-Based Models in Textual-Based NLP. In *AI (Switzerland)* (Vol. 4, Issue 1, pp. 54–110). Multidisciplinary Digital Publishing Institute (MDPI). <https://doi.org/10.3390/ai4010004>
- Rahmah, S. A. (2025). *Implementasi Bidirectional Encorder Representation From Transformers (BERT) Untuk Analisis Sentimen Komentar YouTube Ceramah*.
- Rahmatika, N., & Prisanto, G. F. (2022). *Pengaruh Berita Clickbait Terhadap Kepercayaan pada Media di Era Attention Economy* (Vol. 10, Issue 02).
- Razaque, A., Alotaibi, B., Alotaibi, M., Hussain, S., Alotaibi, A., & Jotsov, V. (2022). Clickbait Detection Using Deep Recurrent Neural Network. *Applied Sciences (Switzerland)*, 12(1). <https://doi.org/10.3390/app12010504>
- Razi, N., & Ansari, R. (2025). Journalism In The Age Of The Attention Economy: Reviewing Trends, Tools, And Ethical Challenges. *Kurdish Studies*, 4883(September), 61–71. <https://doi.org/10.53555/ks.v13i2.3970>
- Sathyanarayanan, S. (2024). Confusion Matrix-Based Performance Evaluation Metrics. *African Journal of Biomedical Research*, 27(4), 4023–4031. <https://doi.org/10.53555/ajbr.v27i4s.4345>
- Scott, K. (2021). You won't believe what's in this paper! Clickbait, relevance and the curiosity gap. *Journal of Pragmatics*, 175, 53–66. <https://doi.org/10.1016/J.PRAGMA.2020.12.023>
- Smith, M. Q. R. P. (2020). *Effective use of the McNemar test*.
- Syahputra, M. E., Putera Kemala, A., & Ramdhan, D. (2023). Clickbait Detection in Indonesia Headline News Using Indobert and Roberta. *JURNAL Riset INFORMATIKA*, 5(3). <https://doi.org/10.34288/jri.v5i3.237>
- Verdonck, T., Baesens, B., Óskarsdóttir, M., & vanden Broucke, S. (2024). Special issue on feature engineering editorial. *Machine Learning*, 113(7), 3917–3928. <https://doi.org/10.1007/s10994-021-06042-2>
- William, A., & Sari, Y. (2020). CLICK-ID: A novel dataset for Indonesian clickbait headlines. *Data in Brief*, 32, 106231. <https://doi.org/10.1016/J.DIB.2020.106231>
- Zinaida, R. S., Hardiyanti, S. T., & Amin, Z. (2025). Linking the Utilization of Clickbait Headlines and News Marketing Communication Strategy in Online Media. *Jurnal The Messenger*, 15(3), 243–257. <https://doi.org/10.26623/themessenger.v15i3.5824>