ABSTRACT

Twitter as one of the most effective social media in accommodating various public opinion is often used in political terms such as online campaigns conducted by the 2018 East Java regional head election candidates. It gets a lot of responses from the public through their tweets post but there are still many unstructured words or statements so it is difficult to understand. This study aims to analyze the sentiments on tweets in order to classify public opinion into positive and negative sentiments using a dictionary / lexicon based approach. The results showed that sentiment analysis by using different keywords can affect the amount of sentiment generated. The Khofifah-Emil pair received the most sentiment amount of 57.5%, while the Gus Ipul-Puti pair gained 42.5%, which was more positive than the negative sentiment. Then perform a comparison between the research data with the survey results data where there is a positive correlation between both although there is fluctuating difference. And then, analyze the performance of Lexicon-Based method using SVM method. The result of the performance is Accuracy 99.51%, Classification Error 0.49%, Precision 99.11%, and Recall 98.02%.

Keyword: Twitter, sentiment analysis, weighting, Lexicon-Based, Regional Head Election