

## ABSTRACT

*Social media is becoming the largest source of information. Because of the huge number of unstructured reviews, it is impossible to summarize all this information manually. Therefore, efficient computational methods are needed for mining and summarizing the reviews to produce a representative summarization. Sentiment analysis (or) opinion mining plays a significant role in our daily decision making process. These decisions may range from purchasing a product such as mobile phone to reviewing the movie to making investments---all the decisions will have a huge impact on the daily life.*

*Sentiment Analysis is dealing with various issues such as Polarity Shift, accuracy related issues, Binary Classification problem and Data sparsity problem. However various methods were introduced for performing sentiment analysis, still that are not efficient in extracting the sentiment features from the given content of text. Naïve Bayes, Support Vector Machine, Maximum Entropy are the machine learning algorithms used for sentiment analysis which has only a limited sentiment classification category ranging between positive and negative. From the system that author build for job vacancy, the value of Evaluation Performance untuk Precision sebesar 40%, Recall is 40%, F-Measure is 40%, dan Accuracy is 20%.*

**Keywords:** *Sentiment Analysis, Machine Learning, Data Analysis, Decision Making, Polarity Shift.*