

Abstract

The use of social media to express opinions has become a habit of society today. Consumer opinions could more or less affect to the company's business. Companies need to evaluate their service for customer satisfaction and this opinions can be very useful in the process. With the numbers of tweets that must be evaluated from consumers, it isn't an easy task for human. Therefore, in this study, a system has been created that is able to classify consumer opinions into positive and negative classes. Using TF-IDF method to determine the features and weights, and the Maximum Entropy method for classification. The best results obtained in this experiment were accuracy of 90.67% and f1-score of 84.3%.

Keywords: tweet, opinion, classification, tf-idf, maximum entropy