IDENTIFIKASI KARAKTER PRESIDEN
MELALUI ANALISIS SENTIMEN PADA TWITTER
MENGGUNAKAN NAÏVE BAYES CLASSIFIER DAN POS TAGGING

Bastomy[1], Anisa Herdiani[2], Indra Lukmana Sardi[3]

[1,2,3]Fakultas Informatika, Universitas Telkom, Bandung
[1]bastomyy@student.telkomuniversity.ac.id, [2]anisaherdiani@telkomuniversity.ac.id,
[3]indraluk@telkomuniversity.ac.id

_____

Abstract
Social media is one of the media to express opinions about politics, one of which is about the president. Public opinion or opinion can take the form of positive and negative opinions. According to KBBI characters are adjectives, thus opinions that are the main focus are opinions that have the type of adjectives. We can consider the sentiments on Twitter in the form of tweets needed by the president to get the character. The core of this research uses the Naïve Bayes Classifier (NBC) method to classify tweets and POS markings to understand the type of words of each positive tweet. From the testing that has been done, it produces pre-processing such as casefolding, tokenizing, deletion of words that do not have meaning, symbols or punctuation. To improve the accuracy of NBC the N-gram method is used which replaces the negation words and subsequent words to avoid changing the meaning of the word. Test results using the cross-validation method produce an average accuracy of 80.29% and POS marking produces an accuracy of 73.3% in determining the character of the president. Learn above How to examine characters through sentiment analysis using NBC and POS marking can be used to get the president's character. The final results of this study contain a list of adjective type words that have been sorted based on the polarity of their appearance which has been validated by language experts.

Keywords: Naïve Bayes Classifier, N-gram, POS tagging, Preprocessing, Sentiment analysis, Twitter