

ABSTRACT

SENTIMENT ANALYSIS OF SOCIAL MEDIA ON SUCCESS OF INDONESIAN NO-DATING CAMPAIGNS USING NAIVE BAYES ALGORITHM

By

NADIA ARDHIANIE

1202154296

In this digital era social media sites are used to conduct campaigns by community groups or organizations. On September 7, 2015 La Ode Munafar, who is a novel writer, launched her latest work titled Indonesia no Dating. As it is known that this campaign reaps pros and cons, those who do not agree with this campaign blame the parties who agree. For this reason, we need a sentiment analysis to find out whether this campaign was successful or not. The sentiments collected came from social media, namely Twitter. According to research conducted by Statista, the number of social media that is most widely used in Indonesia is Youtube. While twitter is ranked seventh. Even so, the development of Twitter users from time to time continues to increase so that Twitter is still widely used. The stages of this research were carried out by collecting data based on several studies relating to the campaign. The data that has been collected will go through a preprocessing process, classification and then testing using the Naïve Bayes algorithm and tools Rapid Miner vectorization TF-IDF produces an accuracy of 74.77% so the recall value is 79.19%, the precision value is 70.97% and produce F1 72.92%.

Keyword: Indonesian No-Dating Campaign, Naïve Bayes, Sentiment Analysis