

Abstract

Most people have begun to understand the use of social media. So that almost everyone always interacts or provides information through social media, one of the media used is Twitter. A lot of information or an event that is shared through Twitter, so that an analysis can be carried out on how an event that occurs becomes a trending topic on Twitter social media. In this study the authors conducted an analysis of trending topics in social media Twitter. The height of a discussion that occurs on Twitter so that it can classify the topics discussed into 12 categories, the categories used are Economics, Cultural Arts, Human Rights Law, Entertainment, Health, Sports, Automotive, Education, Politics, Social, Technology, and General. The system was built using the TF-IDF, TF-Chisquare method and the Logistic Regression classification. By using the TF-Chisquare method and the Logistic Regression method is able to get an accuracy of 80,50% from a ratio of 70:30 data comparison.

Keywords: trending topic, logistic regression, social media, twitter, classification