

ABSTRACT

Social media is one of facility for user to share various information. The information is not only text but also video, picture, and audio. The information can contain opinion, emotion of user, assessment, review, and personal experience. Those informations can be used as data in a research. In this final projecct, will be conducted a sentiment analysis of customer on delivery services from social media twitter based on ontology. This idea is demonstrated using actual tweets for the identification of customer dissatisfaction based on the type of service and location of the JNE service.

The ontology method is used to classify the data from twitter user who mention to account @JNECare and to analyze negative sentiment. There are 5 processes which will be conducted in this research. The first one is data sampling from user who mention to account twitter @JNECare by using Twitter API, the second is text pre-processing, the third is making the ontology method to classify the type of service and location of the JNE service, the fourth is negative sentiment analysis from the data in previous process, and the last one is measuring the level of performance of system. According to the result of analysis sentiment, it can be concluded that the highest score of reg service type with negative sentiment has 94.00% of accuracy, 97.62% of precision, 95.35% of recall, and 96.47% of f-measure. Based on the result of location with negative sentiment, the highest score of accuracy, precison, recall, and f-measure is bogor, equal to 94.00%, 100.00%, 88.89%, and 94.12%. And based on service type and location with negative sentiments, the lowest score of accuracy, precison, recall, and f-measure is yes, bekasi, with each values of 87.50%, 87.50%, 100,00%, and 93.33%.

Keyword: Social media, @JNECare, twitter API, ontology, negative sentiment analysis.