

Analisis Sentimen Pada Twitter Menggunakan Metode Support Vector Machine (SVM) dan Term Frequency – Inverse Document Frequency (TF-IDF) : Studi Kasus Pilkada Jawa Barat 2018

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Abstract

Community needs for social media are increasing. At present, public opinion can be easily expressed through social media, especially Twitter. The development of Twitter usage can be used to analyze sentiments. Sentiment analysis was used to determine the user's attitude in looking at a topic. One example of case study that can be used was the Election of Regional Heads. As a way to find out Twitter users sentiments towards the Election of Regional Heads, this research aims to create a system that can carry out sentiment analysis. The method used in this study was the Support Vector Machine method with weighting using Term Frequency - Inverse Document Frequency (TF-IDF). System performance is measured using Confusion Matrix and accuracy. The highest accuracy value obtained in this system is 63.78% on TF-IDF using Unigram, Bigram and Trigram.

Key Words; Sentiment Analysis, Governor Election, SVM, TF-IDF
