ABSTRACT

In today's modern era, social media is very close to people's lives. For each

person can have up to more than 2 accounts for each social media media such as

Twitter, Instagram, Facebook, LINE, Path, and so forth. This makes the social

media as the largest data collection of opinion from the public or internet users.

To be able to retrieve data and draw conclusions of positive and negative

values of an opinion on social media then do analysis of sentiment. The author

analyzed the sentiments on the satisfaction of the telecommunication operator

service users to the telecommunication service provider in Indonesia such as Tri,

Simpati, IM3 Ooredoo and XL Axiata from each of their own official accounts or

by using keywords related to telecommunication service provider provider in

Indonesia such as Tri, Simpati, IM3 Ooredoo and XL Axiata. In performing the

analysis, the author will use K-Nearest Neighbor (K-NN) analysis method with TF-

IDF and Part-of-Speech (POS) Tagging. The results of this study obtained the

average value of Precision 92,21%, Recall 93,74%, F1-score 92,20%, and Accuracy

98,94%.

Keyword: Sentiment Analysis, K-Nearest Neighbor

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