

**Abstract**

Audience satisfaction is a factor that is taken into consideration in determining the success of a television program. With satisfaction the audience knows the company must make a good showtimes and determine the duration of the event and how many episodes to make. In addition, the company can minimize losses because the number of viewers is not as expected, therefore a Sentiment Analysis can be done on SCTV's Twitter Tweet which seeks to find out the sentiments of each Tweet. The classification method used is Naive Bayes and Support Vector Machine. After the best accuracy research from the Naive Bayes Method and the Support Vector Machine Method is a Support Vector Machine with All Program Programs, the results are 88.57% accuracy.

**Keywords:** *Sentiment Analysis, Naive Bayes, Support Vector Machine*

---