

ABSTRACT

In Indonesia there are many digital-based financial services, one of which is Mobile Payment. With this service users can save money online and transact without using real-time cash on a smartphone. Five mobile payment service providers with the most users in Indonesia according to dailysocial research are GOPAY, OVO, LinkAja, DANA, and PayTren. The five mobile payment service providers compete with each other to market their services, to get new consumers. One of the media used by mobile payment service providers is to market and communicate with consumers, namely social media.

There is a lot of information spread on social media, one of which is information about user opinions. Mobile payment service providers can take advantage of user opinions as a basis for marketing. To take advantage of user opinions so that it can be used as insight for companies to help with the marketing process, social media analysis needs to be done. One of the social media analyzes is Sentiment Analysis or can be called Opinion Mining.

This study uses Sentiment Analysis to classify opinion data into positive and negative classes. The classification method used is the Support Vector Machine (SVM) method. In addition, this study uses three metrics, namely the Net Sentiment, Share of Voice, and Social Influence Marketing Score (SIM Score). These three metrics are useful for knowing reputation, market reach, and the influence of brands on social media.

The findings in this study indicate that the brands GOPAY, OVO, DANA, and PayTren have a positive dominant sentiment, while the LinkAja brand has a negative dominant sentiment. In addition, the brand with the biggest influence and market reach in the mobile payment industry is the GOPAY brand. While the highest reputation brand is the PayTren brand.

The importance of social media analysis requires mobile payment providers to be able to monitor brand conditions by utilizing the Net Sentiment, Share of Voice, and SIM Score. so that it can help mobile payment service providers in marketing or increasing influence on the brand.

Keyword : *Mobile Payment, Sentiment Analysis, Net Sentiment, Share of Voice, SIM Score*