

ABSTRACT

Sentiment analysis is a computational study of people's opinions. The sentiment analysis will cluster text in sentences or documents to find out the opinion in these sentences or documents, either positive sentiment or negative sentiment. The purpose of this research is to see sentiment leaning of peoples on twitter about ivestment activities in Indonesia. The data used in this research with the keywords “#investasimilenial”, “#investasi” dan “#bursaefekindonesia”. Tweets received are then processed by text preprocessing then labeling each tweet and weighing TF-IDF in each term and then classifying using the Support Vector Machine method. The parameter used in the Support Vector Machine method is the Linear kernel. The Support Vector Machine method is used because this method has a high degree of accuracy compared to other methods. Testing is done by calculation precision, recall, F-Measure dan accuracy. The results of this classification with Support Vector Machine have an accuracy of 0.87 or 87%, positive precision of 0.88 or 88%, negative precision of 0.67 or 67%, positive recall of 0.98 or 98%, negative recall of 0.22 or 22%, positive f1-score of 0.93 or 93% and negative f1-score of 0.33 or 33%. The results obtained from this research can be used as a benchmark for interested parties to see at people's interest in investing in Indonesia.

Keywords: Sentiment Analysis, Support Vector Machine, *Text Mining*.