Analisis Sentimen Kepuasan Pelanggan Transportasi Online pada Twitter Menggunakan *Support Vector Machine* dengan Pembobotan *Chi-square*

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Abstract

Over time, online transportation in Indonesia is increasingly in demand by the public. The most demand online transportation in Indonesia are Gojek an Grab. Many people expressing their opinion for Gojek and Grab through social media. Opinion on social media can be used as the data for sentiment analysis. Sentiment analysis on this research is a process of extracting opinions, statements, evaluations and people's minds about online transportation services in Indonesia. Opinions on social media can be used to assess the quality of services provided by both online transportation whether positive, negative or neutral. Based on this idea, SVM is used as a method of classification. To help the method improve performance accuracy, chi-square is chosen as the weighting method. Method of weighting TF-IDF is also used as a comparison of the performance provided by the chi-square. The results showed the highest accuracy values obtained in the classification using the RBF kernel and using Chi-square weighting, with results of 86% in the Gojek data and 88% in the Grab data.

Keywords : ***Support Vector Machine (SVM), Sentiment Analysis, , Term Frequency-Inverse Document Frequency (TF-IDF), Chi Square, Online Transportation***