ABSTRACT

ANALYSIS SENTIMENT IN SOCIAL MEDIA TWITTER USING COMPARISON OF CLASSIFICATION ALGORITHM (CASE STUDY OVO)

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A digital wallet is an electronic application used for online transactions via smartphone, which uses almost the same credit or debit card. Based on data from Bank Indonesia, there are 38 e-wallets that get official licenses. Some of the popular digital wallet applications in Indonesia include Go-Pay, DANA, OVO, LinkAja and others. In this research, the digital wallet service product that will be discussed is OVO. OVO was used as a research object because of DailySocial's research titled Fintech Report showed that OVO experienced an active user increase of 23% in the year 2019 which was ranked 2nd. That encourages researchers to perform sentiment analysis on Twitter's social media to find out the tendency of community commentary. Twitter is a social media platform that can channel opinions or thoughts for its users. A variety of comments on Twitter regarding OVO case studies can be solved by conducting sentiment analysis. Researchers use three comparison algorithms to perform sentiment analysis, including Naïve Bayes, K-NN (K-Nearest Neighbor) and Decision Tree (C 4.5). The stages performed in sentiment analysis are preprocessing, processing, classification and evaluation. The results of the sentiment analysis obtained in this study is the K-NN algorithm using the TF-IDF extraction feature resulted in the highest level of 63.00% accuracy obtained from testing data testing using RapidMiner tools.

Keywords: sentiment analysis, classification algorithm, Twitter, OVO.