

ABSTRACT

ANALYSIS OF DIGITAL DOMPET USER SENTIMENT IN TWITTER SOCIAL MEDIA USING COMPARISON OF CLASSIFICATION ALGORITHM (CASE STUDY OF DANA)

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Twitter is a social media platform as a means to write about various opinions, comments, and news that discuss current issues using the 'tweet' feature. By using this tweet, Twitter users can interact with other Twitter users to deliver ideas, recent events, and the latest news and other things. Everyone can express their opinions through social media. This can be used as a source of data to assess sentiment on Twitter. These opinions contain positive, negative, or neutral sentiments about a topic. Case studies taken by researchers are about Financial Technology, especially digital wallet in Indonesia. One of the Fintech that is currently popular in Indonesia include Go-Pay, OVO, FUND, LinkAja and so on. The case was taken because Fintech was widely discussed by the Indonesian people on social media Twitter. In this research, digital wallet service products that will be discussed are FUNDS. Based on research conducted by DailySocial, it shows that DANA has experienced an increase in active users in 2019, which is ranked 3rd below the Go-Pay and OVO ratings. To find out the tendency of public comments on digital wallets in Indonesia, whether positive, negative, or neutral, sentiment analysis was conducted. In conducting sentiment analysis to determine the response of Twitter users to DANA products requires a classification algorithm that has a high degree of accuracy, the author compares the 3 classification algorithms namely, Naïve Bayes algorithm, K-Nearest Neighbor (K-NN) and C4.5.

The steps in analyzing sentiments in this research are data preprocessing, data processing, classification and evaluation. From the results of the comparison obtained the highest accuracy with the K-NN classification algorithm method. Accuracy results obtained using Binary Term Occurrences feature extraction of 67.65%, precision (specificity) 62.36%, recall (sensitivity) 61.96% and F1-Measure of 61.94%.

Keywords: Twitter, Financial Technology, Digital Wallet, Sentiment Analysis, Classification, DANA.