Abstract

The growth of active users on social media is growing rapidly. Active social media users often express their opinion on a service or product through well-known social media such as tweeters, Instagram, Tripadvisor, so that opinions or reviews are very much found on social media. Reviews can be an important and useful assessment if managed properly. Reading a lot of reviews on social media takes a long time, therefore it requires a sentiment classification which can be grouped into two classes, namely positive and negative classes. The classification method used is the Support Vector Machine which has the ability to apply a linear separator to high-dimensional non-linear data input obtained by using the required kernel functions. To support a research to be more optimal, there is a selection of features that will be used to reduce features so that the calcification process is more effective and efficient. The feature selection that will be used is Query Expansion Ranking which can maximize accuracy results. The results obtained from this study are the highest accuracy values with the use of the Polynomial kernel and RBF kernel use Rasio 75% .

Keywords: support vector machine, query expansion ranking, sentiment analysis, feature selection, text classification