ABSTRACT

Instagram is one of the largest social media currently available. There users can send pictures, videos, share messages and even tagging locations are also included in it. In a post on Instagram there is a column that contains comments in it. The comments submitted are very diverse, there are positive, negative and neutral. From these comments, there are many things that can be done, one of which is analyzing positive, negative and neutral comments which are then made into a reference to the attractiveness of the community to a location.

With the development of current machine learning, classifying comments into positive and negative can be done automatically. The algorithm used is Bidirectional Long Short Term Memory (BiLSTM). BiLSTM algorithm is an algorithm derived from LSTM. BiLSTM algorithm has two layers of LSTM so that the output value of BiLSTM is better than LSTM. The workings of the Sentiment analysis application is to enter comments in the column provided on the website, then the comments will be classified with the BiLSTM algorithm, and the results will be displayed, including positive or negative sentiments.

This study aims to determine the percentage of sentiment comments that will be divided into two categories, namely positive and negative. The best model in the system made using the ratio of test and training data with a comparison 65% and 35%, the parameter learning rate is 0.0001, the batch size is 400 and the epoch is 10. In testing the system with the model, it produced a value, 52% for precision, 75% for recall, 52% for f1-score, and 88% for accuracy . Thus, the results of the classification are expected to be a reference or reference for the attractiveness of the community to an area.

Keyword : Instagram, Sentiment Comment, BiLSTM, Website