

## **Abstract**

People can share their idea and opinion in various social media platform like Facebook, Twitter, Instagram, etc. an opinion on social media can contain positive sentiment, or negative, or even neutral. Sentiment analysis is a study to automatically identify sentiment, and has been widely applied to organization that have social media account, include university. This research implements sentiment identification in university social media comment using lexicon-based method. How the method works is with counting the semantic orientation of the lexicon. On this research, lexicon dictionary is used that has been defined, which contain a total of 6599 negative words and 3597 positive words. From experimental result obtain precision of 94,81%, recall of 82,59%, and F-1 Score of 88,28 %. Based on the comparison of the system prediction result with manually defined label, the cause of sentiment identification error was analyzed, namely there were several words that were not found in the lexicon because these words were in English and Arab.

**Keywords: social media, university, sentiment analysis, lexicon-based sentiment analysis**