

Abstract

Social media has now become a place for social interaction to exchange information about business, politic, and many other. Twitter is now one of the social media platforms that provides services for their users to share informations and opinions on certain topics. The topic that will be discussed in this study is about politic by collecting tweet data about the student demonstration movement and SemuaBisaKena campaign. By using the word weighting method TF-IDF Vectorizer and Gaussian Mixture Model Clustering, it is possible to identify whether the user behavior is positive (support) or negative (blasphemy). To achieve the final results, there are several stages that must be passed. Such as data preprocessing, feature extraction using TF-IDF Vectorizer, Gaussian Mixture Model Clustering algorithm and data visualization. The results are there is 1 cluster identified as positive behavior and there are 2 clusters identified as negative behavior.

Keywords: *Twitter; User Behavior; TF-IDF Vectorizer; Gaussian Mixture Model*