Abstract

Social media is one of the most powerful platforms for information sharing. Colleges or universities have official social media profiles to convey information about the campus and boost its branding and popularity. It is important for a university to comprehend its performance from the community's perspective, whether positive, negative, or indifferent toward the university. One solution is to examine the university's social media sentiment to establish the public's perception of the university. In this study, sentiment analysis was carried out on university social media based on public opinion or comments on every upload that the university had made to analyze and evaluate the performance of the university whether it was "Positive", "Negative", or "Neutral". The extracted results can support the university's experience of criticism in measuring vital indicators. To classify posts on university Instagram, we use two methods: Support Vector Machine and Logistic Regression. The results suggest combining the Support Vector Machine approach with the TF-IDF feature yields the best F1-Score performance. In contrast, Logistic Regression with the FastText feature produces the worst performance of all models and feature extraction employed.

Keywords: sentiment analysis, social media, university, Support Vector Machine, Logistic Regression.