

DAFTAR ISI

LEMBAR PENGESAHAN	ii
LEMBAR PERNYATAAN ORISINALITAS	iii
ABSTRAK	iv
<i>ABSTRACT</i>	v
KATA PENGANTAR	vi
DAFTAR ISI	vii
DAFTAR GAMBAR	viii
DAFTAR TABEL	ix
DAFTAR ISTILAH	x
BAB I PENDAHULUAN	1
I.1 Latar Belakang	1
I.2 Perumusan Masalah	2
I.3 Tujuan Penelitian	2
I.4 Batasan Penelitian	2
I.5 Manfaat Penelitian	3
BAB II TINJAUAN PUSTAKA	4
II.1 Penelitian Terdahulu	4
II.2 Richeese Factory	5
II.3 Twitter	6
II.4 <i>Marketing Mix 4P</i>	6
II.5 <i>Text Mining</i>	7
II.6 <i>Text Preprocessing</i>	7
II.6.1 <i>Remove Punctuation</i>	8
II.6.2 <i>Case Folding</i>	8
II.6.3 <i>Stemming</i>	8
II.6.4 <i>Tokenizing</i>	8
II.7 Analisis Sentimen	8
II.8 <i>Multi Output Classification</i>	9
II.9 TF-IDF (<i>Term Frequency-Inverse Document Frequency</i>)	9
II.10 <i>Naïve Bayes</i>	10
BAB III METODOLOGI PENELITIAN	13
III.1 Kerangka Berpikir	13
III.2 Sistematika Penyelesaian Masalah	14
III.3 Pengumpulan Data	15
III.4 Pengolahan Data	16

III.5	Metode Evaluasi.....	17
III.6	Alasan Pemilihan Metode	18
BAB IV PENGUMPULAN DATA DAN IMPLEMENTASI.....		20
IV.1	Analisis Studi Kasus	20
IV.2	<i>Data Selection</i>	20
IV.3	<i>Data Preprocessing</i>	21
IV.3.1	<i>Text Preprocessing</i>	22
IV.3.1.1	<i>Remove Punctuation dan Case Folding</i>	22
IV.3.1.2	Stemming	23
IV.3.1.3	Tokenizing	24
IV.3.2	Data Labelling.....	24
IV.3.3	<i>Word Cloud</i>	26
IV.4	<i>Data Mining</i>	26
IV.4.1	<i>Split Data</i>	27
IV.4.2	<i>Data Train dan Data Test</i>	27
IV.4.3	TF-IDF	27
IV.4.1	<i>Naïve Bayes</i>	29
BAB V ANALISIS DAN HASIL		33
V.1	Dataset.....	33
V.2	Analisis Implementasi Algoritme <i>Naïve Bayes</i>	34
V.2.1.	Analisis Implementasi Algoritme <i>Naïve Bayes</i> dan Perbedaan <i>Max Features</i> TF-IDF.....	34
V.2.2.	Analisis Implementasi Algoritme <i>Naïve Bayes</i> dan Perbedaan <i>Test Size</i> ...	36
V.2.3.	Hasil Analisis Algoritme <i>Naïve Bayes</i>	37
V.3	Evaluasi Model	38
V.4	Visualisasi <i>Word Cloud</i>	43
BAB VI KESIMPULAN DAN SARAN.....		48
VI.1	Kesimpulan	48
VI.2	Saran	49
DAFTAR PUSTAKA		50