

ABSTRACT

The development of internet technology and social media has had a significant impact on people's lives, including in the city of Bandung. Social media is an information medium that is often used by the people of Bandung. Social media users share information through comments on social media accounts. The rapid use of social media as a means of interaction, sharing information, and conveying aspirations pose a challenge for the Bandung City Communication and Information Service (DISKOMINFO) in managing unstructured data sourced from social media. Comments given by the public will be used for data collection or commonly called scraping data. The comments given will be classified into eight categories, namely: health, environment, economy, population, social, infrastructure, administration, and education. This study uses several social media accounts in the city of Bandung such as news PRFM, infobandungkota & newskotabandung. This study aims to develop a system that uses the K-Nearest Neighbors (KNN) and Support Vector Machine (SVM) methods to process social media data. The SVM method is more effective than KNN, due to the higher accuracy of the SVM test set. This system aims to assist DISKOMINFO in identifying positive, negative, or neutral sentiments from each public post and comment so that their aspirations can be accommodated more effectively and efficiently. Thus, the development of this system is expected to contribute to managing social media data and improving public services in the city of Bandung.

Keywords: Social Media, Sentiment Analysis, K-Nearest Neighbors, Support Vector Machine.