ABSTRACT

This research is conducted to analyze how the sentiment of public opinion following the related issues of before and after the issuance of Mixue's halal certification. The public is busy responding to this on a social media called Twitter, which is how the public opinion is created. The purpose of this research is to determine public opinion on the issue before and after the existence of halal certification and to see the comparison of opinions on these issues. These pros and cons prompted the researcher to do the social media monitoring using NoLimit tools which contain the keywords "Mixue", "Halal", and "Before halal" in the time range before halal on 28-30th December 2022 and after halal on 16-20th February 2023. This research uses a qualitative research method with a descriptive approach as well as the constructivism paradigm. In obtaining public opinion data on Twitter, the researcher uses the NoLimit platform. The results of the researcher's previous social media monitoring will be used to generate a sentiment analysis, wich will be classified as positive, negative, and neutral. The results of the sentiment analysis before halal showed 8 negative sentiments, 7 neutral sentiments, and 0 positive sentiments. While the results of the after halal sentiment analysis showed 348 neutral sentiments, 116 negative sentiments, and 82 positive opinions. Doing the social media monitoring process using the NoLimit platform makes the user easier and sufficient to fulfill the required data.

Keywords: Sentiment Analysis, NoLimit, Halal Certification, Mixue, Twitter