

ABSTRACT

In this modern era, many people access social media. However, social media is very easy to access in all walks of life. Most people use social media to simply seek information to communicate without any distance and time limitations. Instagram is one of the social media with the most users accessed by the public. In this study, we classify 8 categories namely Economic, Health, Education, Environment, Infrastructure, Citizenship, Social, and Administration. We have created a social media language dictionary of 2205 note dictionaries. Our opinion social media dataset consists of 800 records. We use the Selenium library to delete social media netizen opinions, while the rvest and dplyr libraries are used to delete social media dictionaries. In data processing, we use 2 research methods, namely Support Vector Machine (SVM) and Random Forest. Data processing is done to find out that each comment has a positive, neutral, or negative value. Through comments provided by users, data can be analyzed using Sentiment Analysis. Sentiment analysis is the process of analyzing digital text which serves to classify words (neutral, positive, negative). In this study, we recommend processing unstructured data on social media using the Super Vector Machine (SVM) method compared to Random Forest

Keywords: Social Media, Sentiment Analysis, Random Forest., Super Vector Machine.