ABSTRACT

As time goes by, technology also develops, including the 12th generation Intel which is rumored to have extraordinary speed. This is very profitable because the applications used are increasingly heavy. With Intel's 12th generation, many workers are interested in replacing their devices, both computers and laptops, with newer generations to improve their performance. Information about the speed of the 12th generation Intel is widely discussed on social media such as YouTube, giving rise to pros and cons. From these pros and cons, the author can carry out sentiment analysis, namely the process of extracting emotions from comment text. Sentiment Analysis is the process of extracting emotions in the form of comment text, audio, video and images. Sentiment Analysis has several stages that need to be carried out, namely Labeling first to label positive or negative comments. Next, the Preprocessing stage will be carried out which consists of Noise Removal which is useful for removing symbols that have insignificant value, Lowercase which is useful for changing letters to small, Tokenization which is useful for changing letters into smaller components, Stopword Removal which is useful for removing stop words, Stemming which is useful for eliminating supporting sentences, Word Embeddings which is useful for converting each word into a vector. Then proceed with classification using Support Vector Machine machine learning modeling where the training data is in the form of vectors for each word and the test data is in the form of the polarity of each sentiment value and the results are in the form of a classification report. This research was created with the aim of analyzing the best Word Embeddings in 12th generation Intel sentiment classification using Support Vector Machine. Based on the results of sentiment analysis on the model that has been created, it shows that the Word Embeddings GloVe method produces the best results when compared to the Word Embeddings Word2Vec and FastText methods, by carrying out Support Vector Machine modeling it is proven that the Word Embeddings GloVe method has quite accurate results and shows that this research as expected.

Keywords : *Support Vector Machine, Preprocessing, Word Embeddings*