

## DAFTAR PUSTAKA

- Adnan Aziz, *The Sentiment Analysis Handbook: How to Use Text Mining, Data Analytics, and Machine Learning to Make Better Business Decisions*
- Alisya, Nadinda, and Hapsari Sholeha. 2024. "Analisis Media Monitoring Brand Facetology Pada Bulan Maret-April 2024 Menggunakan Analisis Tools Brand24." *Jurnal Ilmiah Multidisiplin* 2(5):537–46.
- Amelia, Rersti. 2023. "Sentiment Analysis of Government Policy in Relocating the Republic of Indonesia's Capital City." *Journal of Public Administration and Government* 5(2):177–87.
- Azzahra, R. F. 2024. "Analisis Komparasi Sentimen Positif Pada Media Sosial Dan Pemberitaan Brand Kecantikan Somethinc." *Harmoni: Jurnal Ilmu Komunikasi Dan Sosial* 2(3):23–37.
- Beineke, S., Aue, A., & Wiemann, M. (2014). Sentiment Analysis in Social Media: A Case Study on Facebook. In Proceedings of the 2014 International Conference on Social Media & Society
- Dwianto, Rahmad Agus, Achmad Nurmandi, and Salahudin Salahudin. 2021. "The Sentiments Analysis of Donald Trump and Jokowi's Twitters on Covid-19 Policy Dissemination." *Webology* 18(1):389–405. doi: 10.14704/WEB/V18I1/WEB18096.
- Effendi, Isnaini Fitria, Dian Arlupi Utami, Roro Ayu Rahmawati, Roni Prasetyowibowo, and Prasetyo Isbandono. 2023. *Twitter Data Sentiment Analysis on the Economic Sector: Public Response to Government Policies During the COVID-19 Pandemic in Indonesia*. Vol. 019. Atlantis Press SARL.
- Hendra W. Saputra, Analisis Data Sosial Media: Konsep dan Aplikasi.
- Hikmawan, R., Pardamean, B., & Khasanah, U. (2020). Sentiment Analysis of Social Media Data Using Machine Learning and Natural Language Processing Techniques. In Proceedings of the 2020 International Conference on Computer Engineering, Network, and Intelligent Multimedia (CENIM), 138-145. IEEE.
- Jauhari, M. (2021). *Cyber Public Relations: Membangun Kepercayaan Publik melalui Media Sosial*. Jember: LP3DI Press dan Kalimedia.

- Kaur, H., Mangat, N. S., & Nidhi. (2017). Sentiment Analysis of Social Media Data: A Survey. In Proceedings of the 2017 International Conference on Computing, Communication and Automation (ICCCA), 591-596. IEEE.
- Kumara, A, R. (2019). *Komunikasi Antar Pribadi*. Buku Ajar Universitas Ahmad Dahlan.
- Liu, Bing. 2015. "Sentiment Analysis Essentials." *Cambridge University. Press*.
- Muhammad Kurniawan, *Media Sosial: Teori dan Praktik*
- Mustari, Nuryanti, Wahdania Suardi, and Ulfiah Syukri. 2022. "Analisis Sentimen Media Sosial: Penerapan E-Katalog Dalam Pengadaan Barang Dan Jasa Di Indonesia." *PRAJA: Jurnal Ilmiah Pemerintahan* 10(3):193–200. doi: 10.55678/prj.v10i3.702.
- Noor, Sofwandi. 2021. "Pengembangan Sistem Monitoring Digital Dan Sosial Media." *Jurnal Global* VII(2):21–21.
- Nurusyifa, Delia, Hanny Hafiar, and Centurion Chandratama Priyatna. 2024. "Analisis Sentimen Terhadap Brand Daihatsu Berdasarkan Pemberitaan Online Pada Maret 2023." *Journal of Digital Communication Science* 2(1):1–15. doi: 10.56956/jdcs.v2i1.275.
- Pang, Lee. 2006. *Opinion Mining Dan Sentiment Analysis*. Vol. 1.
- Purnamasari, D., dkk. (2023). *Pengantar Metode Analisis Sentimen*. Depok: Penerbit Gunadarma.
- Rahmalya, Aryani, Hanny Hafiar, and Centurion Chandratama Priyatna. 2024. "Analisis Brand Asics Melalui Tiktok Dan X Dengan Sosial Media Monitoring Menggunakan Brand24." *Jurnal Bisnis Dan Komunikasi Digital* 1(4):10. doi: 10.47134/jbkd.v1i4.2767.
- Rayyana, Lyonnie Nabel. 2024. "Analisis Sentimen Negatif Terhadap Brand Starbucks Akibat Pemboikotan Melalui Media Sosial X (Periode 14 Februari – 15 Maret 2024)." *Innovative* 4(3):1492–1503.
- Salsabila, Putriani, and Hanny Hafiar. 2024. "Analisis Sosial Media Monitoring TikTok Terhadap Event Make Over ' DREAMscape ' Pada Bulan Maret 2024." 7(2).
- Sponder, M. (2012). Social media analytics: Effective tools for building, interpreting, and using metrics. (*No Title*).
- Sugiyono. 2019. *Metode Penelitian Kuantitatif: Teori dan Aplikasi*

- Sukmayani, Oktaria, and Jamroji Jamroji. 2021. "Media Monitoring Model in Public Relations of BUMN (State-Owned Enterprises) Companies." *Al-Mada: Jurnal Agama, Sosial, Dan Budaya* 4(2):197–212. doi: 10.31538/almada.v4i2.1284.
- Taufiq, Ivan, and Yudi Daherman. 2024. "Simulation Political Branding #Ganjarpresiden2024 Base on Media Sosial Analysis." *Calathu: Jurnal Ilmu Komunikasi* 6(1):35–43. doi: 10.37715/calathu.v6i1.4454.
- Wati, Risa, and Siti Ernawati. 2021. "Analisis Sentimen Persepsi Publik Mengenai PPKM Pada Twitter Berbasis SVM Menggunakan Python." *Jurnal Teknik Informatika UNIKA Santo Thomas* 06:240–47. doi: 10.54367/jtiust.v6i2.1465.
- Widiastuti, T. (2013). *Teori Komunikasi 2*. Jakarta: Penerbit Universitas Bakrie.