ABSTRACT

Twitter social media, is one of the most popular communication tools among internet or social media users. This research on the application of sentiment analysis aims to determine the public opinion through social media twitter. This reseatch used the Lexicon Based and Support Vector Machine (SVM) methods to analyze the sentiments collected from Twitter which are expressed in the form of positive or negative opinions. The results of this sentiment become one of the indicators of the results that have been achieved by Indonesia House of Representative. Every member of the House of Representative is able to determine opinions on twitter social media about their performance. The House of Representative is elected through a general election by the public, therefore public need to achieve the best service from the legislature of their choice.

The results of the tests carried out by the system show that both methods work very well where the Support Vector Machine provides an accuracy value of 80.54% with a precision of 63.87% and a recall of 80.30%. while the Lexicon Based Featured provides 806.87% accuracy with 65.06% precision and 100% recall. The high value of the Lexicon Based Featured depends on a lot of word data in the lexicon dictionary, the more lexicon dictionaries the better the results of the test.

Keywords: Sentiment Analysis, Public Sentiment, Support Vector Machine, Lexicon Based Featured,