Abstract

Social media has become a medium for communication between individuals and aspects of the business, including decision-making processes, brand promotion, brand marketing, and personal branding. One of them is Instagram. Using the comments feature on Instagram, users can communicate and give opinions on an upload on an Instagram account. Sentiment analysis can be done to analyze comments on the LaC (language center) Instagram account to measure student satisfaction sentiment towards Telkom university's LaC (language center) services. This study aims to analyze the sentiment or opinion of student satisfaction with the Telkom University Language Center (LaC) service on Instagram. The author also performs a classification based on positive sentiment, negative, and neutral categories using the Recurrent Neural Network (RNN) method and the Confusion Matrix measurement. From the test results on the model built to get an accuracy value of 79%.

Keywords: Sentiment Analysis; Telkom University; Instagram; Recurrent Neural Network (RNN); confusion matrix