

## **ABSTRACT**

Sentiment strength detection is current publication of sentiment analysis. The difference with other sub-field is the system uses sentiment strength from each detected term to obtain the polarity of the text. This chapter applying SentiStrength, kind of algorithm also an opinion mining program which is uses lexicon-based approach. The lexicons contain terms with associated strength measurement. Due to the default lexicon was developed in English, but get permitted to translated to Bahasa for research needs. It revealed that system could give 57.33% accuracy. Other addition results have been presented.

**Keywords :** Sentiment Analysis, Emotion, SentiStrength, Twitter, Bahasa, Indonesia