ABSTRACT

With the evolving technology, time and distance gradually felt reduced while conventional medias has been replaced by modernized madis that is more practical and economist, one of the is social media. Social media itself is an element that almost a copy of a real common human interaction, but only using internet to connect each individual. Since its behaviour that is able to presents the aspirations or thought of its users, gradually social media can be used for profile extraction, where every word that is published by its users can be taken and scored based on various aspects related to the topic. In this final project will be presented on how to change words in social media into a valuation and able to predict the political reference of social twitter users by using SVM (Support Vector Machine) Method) and by *SentiStrength application compared with scoring manually. Data that are used are tweets which are related to both candidates for running into the President Candidates election in United States, they are Hillary Clinton and Donald Trump. Tweets that has regained will be placed in pre-processing, and continued to POS Tagging, which will be weighed by using unigram dan bigram collocation that will be continued into classification process using SVM. Counting accuration, precision and recall value will be done by using* 10-*folds cross validation, and lastly preference value will be counted as the measure of positive reponse of twitter user for both candidates. The result that is obtained, summarize that twitter user are more likely to choose Hillary Clinton.*

Keywords: SVM, sentiment analysis, twitter