

ABSTRACT

Social media as a medium of communication to connect everyone becomes easily accepted by the people along with the development of information technology. There are many ways to process data from social media that contains opinions from people to become some more valued information, one of them is using sentiment analysis. In its development, sentiment analysis has been used in many interests e.g. corporations, survey agencies, and governments.

This final project research used Learning Vector Quantization (LVQ) algorithm for analysis sentiment. The first step is to take Tweet data from Twitter using Twitter API and then do some standard preprocessing methods to process the data and extract the data features. The feature list is converted into a vector form by using TF-IDF weighting. The accuracy performance of the algorithm is obtained by testing the learning rate, epoch and the amount of data used.

Testing shows that one of important parameters that gives significant performance is learning rate parameter. The higher the-learning rate will result poor accuracy. In the end of testing, the accuracy achieved in this research is 73.15%, 66.42% and 69.58% for each data.

Keywords :*Learning Vector Quantization*, LVQ, Sentiment Analytic, Machine Learning