

ABSTRACT

The use of social network such Twitter now the higher and made social network it as the data very large. The data could be used to know opinion or sentiment social network users to a topic, as an analysis viewpoints against Gubernur Election. The data used in performing data analysis is a text from twitter. Methods used to manage the text using support vector machine algorithm. The use of this method because having excess in regards classification and the determination of the final result of the data process. This research is research experiment. System that built consisting of the determination of the domain dataset, function preprocessing, function transformation, function features selection, function classification and function evaluation. Testing done by counting variable – variable using to measure the performance of system / methods used. Variable – variable these include recall, precision, accuracy, and error rate. The research was with sentiment analysis support vector machine algorithm using data tweets against a candidate the governor who positive or negative the thousands of pieces of data tweets and dozens of said that deals with the sentiment candidate, the fool, embracing, bust, stupid, imperious, and others. The resulting tried to get a accuracy, precision, recall and error rate. Tests were conducted with 201 data to the recall 54.54 %, precision 54.54%, accuracy 72.97% and error rate 27.02%.

Keywords: twitter, sentiment, support vector machine

