

Abstract

Social networking is an open communication medium where people can give unlimited or free opinions about things that are of interest to the public. One of the popular social networks is Twitter. With the large number of users along with the ease of accessing Twitter in the delivery of opinions, it will be a lot of information collected which then could be an opportunity to be utilized as an assessment and evaluation materials. However, Twitter data amounted to so much that turning the Twitter data into information that can be used as assessment material becomes difficult. Therefore, in this study conducted data processing Twitter with sentiment analysis. The SVM classification method provides better accuracy values than other classification methods on the Twitter dataset. Before performing the classification phase, the data is processed into features so that it can be used as input data classifier. Such data processing is called feature extraction process. The lexicon-based method is one of the feature extraction methods that can improve system performance. In this study, feature extraction tests were performed using lexicon-based method. The result of this research is the use of lexicon-based method can increase system performance by 1.54%.

Keywords: *Twitter, Sentiment Analysis, Lexicon-Based Method, Support Vector Machine*