

ABSTRACT

SENTIMENT ANALYSIS TO EXAMINE THE IMPACT OF CELEBRITY ENDORSEMENT ON PUBLIC SENTIMENT USING SUPPORT VECTOR MACHINE ALGORITHM (CASE STUDY: KFC SALTED EGG CHICKEN)

By

FRANSISKA JESINTA PINEM

1202144218

Celebrity endorsement is a phenomenon in which companies advertise their products by using celebrity services, and celebrities take advantage of their popularity to promote a brand or product of the company. In this study, KFC did a celebrity endorsement to make their menu more popular. KFC chose to work with Raditya Dika to promote their latest menu, KFC Salted Egg Chicken. This study will examine whether in such cases there is a change in public sentiment towards the product after the celebrity endorsement. It can be done with Sentiment Analysis. The method or algorithm used in this research is Support Vector Machine. The data used in this research are taken from comments about KFC Salted Egg Chicken from Youtube and tweets from Twitter. Phases in doing sentiment analysis in this research are preprocessing text, feature extraction, classification, and evaluation. The resulting model is tested and evaluated by looking at the value of accuracy, precision, recall, and f1-measure. This test resulted in 67,83% accuracy, 69% precision, 68% recall, and f1-measure 66% in the period before endorsement; and accuracy 74.06%, 74% precision, 74% recall, and 74% f1-measure after the endorsement. The results of this study indicate that there is a change in community sentiment from neutral to negative about the product after the celebrity endorsement.

Keywords: sentiment analysis, celebrity endorsement, social media, support vector machine