

ABSTRACT

The development of the Internet in Indonesia is quite rapid, it is characterized by the increasing number of social media users, especially Twitter. To find out the public's view of a government may use sentiment analysis using Twitter data. Therefore, this research performs sentiment analysis towards candidates of Governor of Central Java by using the Lexicon-based method of tweets in Indonesia language. Support Vector Machine (SVM) is used to analyze use of Lexicon Based method to get the percentage of accuracy, precision, recall, and classification error. Twitter data is collected for approximately 3 months from 17 February 2018 until 15 May 2018 which amounts 484.634 tweets. The result for Ganjar Pranowo – Taj Yasin has 43.718 tweets and for Sudirman Said – Ida Fauziyah is 23.068 tweets which classify into positive and negative sentiment. Generally, it can be concluded that Ganjar Pranowo – Taj Yasin have a higher positive sentiment that is 70,9% if compared with Sudirman Said – Ida Fauziyah with the percentage of positive sentiment is 68,9%. Datasets from the research if compared with the survey data have two different margin, data that have a many differences and data that have a little difference. The method being tested is to get an accuracy, precision, recall and error rate. Testing conducted with 30.757 data with the result of 98,96% Accuracy, 1,04% Classification Error, 99,12% Precision and 97,52% Recall.

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