ABSTRACT

Year 2018 is the year of holding of regional head elections simultaneously in Indonesia, including one of which is the election of the head of North Sumatra Province. To find out how people's views of candidates they support can be done by analyzing sentiments using twitter data. The use of twitter data itself is not without reason, active twitter users in Indonesia ranked third globally in 2016. In that year, as many as 4.1 billion tweets written by twitter users in Indonesia. In this research will be analyzed by using twitter data amounting to 226,267 tweets taken based on the keywords associated with both candidates of governor and vice governor, some keywords used to retrieve twitter data include candidate name of governor, candidate name vice governor and slogan of each candidate pairs. The data were collected for approximately 4 months from March 24, 2018 to June 29, 2018. The data will be analyzed using lexicon based sentiment analysis methods. The result of the sentiment analysis is the classification of positive and negative tweets. The positive classification results from this study will be compared to the official results of the General Elections Commission (KPU) to find out whether the sentiment of society is directly proportional to the results of the general election.

Keywords : *sentiment analysis, twitter, lexicon based*