Abstract

Twitter is one of the most popular social media to date. Users can send a short message about their feelings on various things on Twitter, so that information can be obtained that can be processed. One of them is the analysis of sentiment towards a product or service. In this study, the authors use the feature of Term Frequency-Inverse Document Frequency (TF-IDF) and Learning Vector Quantization (LVQ) method to analyze sentiments to the satisfaction of Indihome Internet provider customers. From the test results obtained the highest accuracy value in this study 77% by using unigram + trigram scheme and weighting TF-IDF. Also it can be seen that the value of customer satisfaction on Indihome is quite low because there are 63% negative cuitan from the test data.

Keywords: Twitter, Sentiment Analysis, Machine Learning, TF-IDF, Learning Vector Quantization (LVQ)