

Abstract

The presence of online transportation in transportation has increasingly attracted the public to support their daily activities. Go-Jek is one of the online motorcycle taxi service providers in Indonesia. The ease of the ordering process, various services and promotion make Go-Jek an option for people who have high mobility, especially in big cities. Some of them expressed their opinions, comments to complaints about Go-Jek services via Twitter social media in the form of tweets. These comments, opinions and complaints contain opinions or sentiments that can be used as evaluation material for the company. This opinion can be used as an analytical material to find out the community's assessment of Go-Jek's services, either positive or negative based on the aspects assessed. Based on this idea, the Ontology Method is used so that words related to aspects and sentiments can be accommodated and used as a dictionary to classify aspects and sentiments.

The process begins by labeling manually based on the aspects and sentiments contained in the tweet. The second is a preprocessing consisting of tokenisation, folding cases, stopword removal, non-standard word handling and phrase-lookup. The third process is to build an ontology model for classification, the fourth is the classification of aspects and sentiments, and the last is a performance measurement system built. From the results of the research conducted, the average accuracy is 97,93%, the average recall is 91,34% and the precision average is 89,39%.

Keywords: Go-Jek, Ontology, Twitter, Sentiment Analysis