

Abstract

Twitter has many features that can be used. One of these features is that users can share tweets or news in the form of text, photos or videos. One of the useful data on information is sentiment analysis. To find out how much the response from the public is related to the 2019 Indonesian presidential election, is it more inclined to positive sentiment or negative sentiment. One method of sentiment analysis is SVM (Support Vector Machine). The sentiment analysis on social media twitter on presidential candidates in the 2019 election using the SVM method was tested on various percentage of data. From the test, the accuracy value was 91.5%. Several factors that influence the level of accuracy value are the percentage of training data and testing data, the data pre-processing process performed, and the percentage of positive data and negative data.

Keyword: twitter, social media, SVM(*Support Vector Machine*), presidential election
