

Abstract

Telecommunications products are increasingly increasing, many telecommunications companies that use social media such as twitter to promote their new products, monitor competition between products from other telecommunications companies, monitor customer satisfaction with the products they launch. The process used to review customer satisfaction on social media is sentiment analysis. In this final project a sentiment analysis system will be designed to review telecommunication products that take reviews from social media. The method that will be used in this system is the random forest method to classify reviews on social media written by consumers themselves. This research was conducted to facilitate telecommunication companies in assessing the products they issued by taking customer satisfaction data on social media, while the purpose of this system was to find out the effect of the best parameters in random forest and also to know the effect of pre-prosecing on random methods forest. The best results in this study get an accuracy score of 93.5% and a f-measure of 85.6%

Keyword: sentiment analysis, random forest, social media, review, telecommunications