

Abstract

Youtube provides a mechanism for social interaction to get opinions from visitors through comments, selection, ranking, favorite selection, distribution of referrals, referral of impressions and positive and negative comments given by users. Public comments or opinions on attitudes, traits and leadership are some examples of sentiment. Social media as a tool for giving opinions or comments we can see on Youtube. With the election of presidential candidates, there is a need for analysis to find out the sentiments of public comments on 2019 presidential candidates. Sentiment analysis is one way to find out the sentiment towards 2019 presidential candidates based on comments from topics searched on Youtube. The essence of this research is to classify community comments on 2019 presidential candidates using the SVM and Lexicon Based methods. The process carried out on pre-processing such as stopwords, stemming, tokenizing, lemmatization, deletion of characters, symbols or punctuation. From the results of classification testing with the greatest accuracy using the SVM method produces an accuracy of 74% and using the Lexicon Based method produces an accuracy of 73.68%.

Keywords: Sentiment analysis; Support Vector Machine; Youtube; Lexicon based