

Abstract

Currently, technological developments have an impact to be able to facilitate human activities. As with e-commerce, buying and selling items online will be easier. There are many peoples who use e-commerce for online shopping. With the increase in number of consumers shopping online or online trading sites, e-commerce is also improving but comes with the effect of also increasing number of crimes and fraud in cyberspace, so in this study the researchers analyzed public opinion of e-commerce on Twitter by building sentiment analysis system that uses classification with the Support Vector Machine method. The data used before entering the classification stage will go through the chi-square feature selection process which aims to have a greater accuracy value. The results of this study show that the highest performance is bukalapak by the linear vector machine classification support with the chi-square feature selection and using unigram-bigram which also has a test data of 10%, which is accuracy 78.56, precision 78.60%, recall 75.20% and f1-score 0.76.

Keyword: sentiment analysis, support vector machine, e-commerce, twitter, chi-square