

Abstract

There are currently many e-commerce in Indonesia. In addition, not a few people who provide comments or review about e-commerce to social media. One of them is on social media twitter. To find out the public's response sentiment about the e-commerce, sentiment analysis is needed that can be measured people's sentiment towards the e-commerce. In this study the author conduct sentiment analysis of e-commerce on social media twitter. Public responses are classified into positive, negative, or neutral classes. System is built using TF-IDF weighting feature, selection feature information gain, and maximum entropy classification method. The best results of all scenarios are using TF-IDF weighting, using unigram and feature selection information gain using 10% test data. The result of accuracy is 73,15% and F-1 Score of 74,00%. For each e-commerce, Lazada has a better level of accuracy compared to other e-commerce. Lazada has an accuracy rate of 84,77% and F-1 Score of 76,16%.

Keyword : sentiment analysis, maximum entropy, e-commerce, social media, twitter