

ABSTRACT

SENTIMENT ANALYSIS FOR MEASURING *ENGAGEMENT* INSTAGRAM ACCOUNT OF TELKOM UNIVERSITY

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Social media is a technology that provides the easiest and cheapest way to interact and collaborate among users. Instagram is one of the social media options for sharing moments with other users through pictures and videos. Currently the business version of Instagram is widely used for agencies and companies. Instagram is claimed as an application that can help increase awareness of a product or service from a company or agency. While the response on Instagram in the form of comments will contain public sentiment towards the post. In this study, Telkom University as an object of educational institutions that have used Instagram as a medium to disseminate information about Telkom University. With so many responses to the comments that exist on every post on Telkom's Instagram. This study will examine whether sentiment analysis can be used to measure the *engagement* of Telkom University Instagram accounts. This research was conducted by analyzing sentiments, with Naive Bayes classification methods or algorithms. The data used is the results of *web scraping* data from Telkom University Instagram accounts. Then carried out the analysis of sentiment towards the comments, the stages for conducting sentiment analysis in this study are data pre-processing, feature extraction, classification and evaluation. The resulting model is then tested for accuracy, precision, recall and f1-measure. The results obtained are 67.31% accuracy, 44.93% precision, 48.35% recall and f1-measure 46.57%. Then to calculate the accuracy begins with categorizing each post. Then the *engagement* measurement is done based on the category of posting and by posting. So we get the “infotelkomuniversity” category which has the highest

engagement value with a yield of 26.99%. Then an analysis of the relationship between sentiment and the results of *engagement* measurements on Telkom University Instagram accounts. Sentiment analysis of public comments is not directly related to increasing *engagement* from Telkom University Instagram accounts. However, with the results from the analysis of sentiment comments on each post of Telkom University Instagram account, it will be known which posts have the most neutral and positive sentiments, with a fairly large number of responses.

Keyword: Instagram, Telkom University, Sentiment Analysis, Engagement, Social Media, Naïve Bayes.