

## ABSTRACT

In 2018 the average daily user of online transportation services is up to 8 million users/day in the Southeast Asian region, and Indonesia is the largest country in using the services compared to other Southeast Asian countries [2]. The customers submit their responses to the services provided by both online transportation service providers through various media, one of them is through the Instagram comments section. The responses submitted were also varied, so that they also contained sentiments that expressed their feelings about certain services. Therefore, to determine customers' responses to the services provided, the level of satisfaction, and to help customers choose the best services, a sentiment analysis system was made using the K-Nearest Neighbor method. Result from this study show that the proposed system is able to classify user opinion with 94.4% Accuracy. This concludes that from evaluation results, the proposed algorithm performs well to automatically analyze sentiment.

*Keywords: K-Nearest Neighbor, Machine Learning, Sentiment Analysis, Text Mining*