

ABSTRACT

The development of movies in the world today is getting faster as technology advances. Now, watching a movie is one of the entertainment that is very popular with many people. For people who have not watched a movie, surely they will need reviews from people who have watched it to determine whether the said movie is good or not to watch. Seeing reviews of a movie is now very easy with the presence of social media, one of which is Instagram. Instagram is one of the most popular social media in Indonesia. Instagram itself has a lot of accounts that discuss the movie. The comment sections are usually filled with reviews of the movie being discussed in the article. To see whether someone's positive or negative comments on movie account comment sections, a sentiment analysis system will be made using the Maximum Entropy Method. The results of this thesis show that the film commentary sentiment analysis system on Instagram gets an accuracy of 82.05%, a precision of 83.32%, a recall of 82.05% and an F1 score of 81.88%.

Keyword : Sentiment Analysis, Movie, Instagram, Maximum Entropy