ABSTRACT

Online transportation services are public transportation that are much in demand by the public. According to the We Are Social 2020 report, there are currently as many as 21.7 million people in Indonesia who use online transportation services [1]. Customers or consumers often channel their opinions and complaints through various media. One of them are social media Instagram. On Instagram, online transportation services have an official account to provide the latest information about the service and collect comments from the public. When examined further, the collection of comments can be used as a sentiment analysis system that when collected will get the conclusion of an online transportation service that has the best sentiment on Instagram. Therefore, the system created can analyze sentiments on online transportation service products using the CNN (Convolutional Neural Network) method. This system is expected to help consumers of online transportation services in choosing the best service from sentiment analysis. The results of this thesis in classifying sentiments in the Instagram comments column managed to get an accuracy of an average of 95%.

Keywords: Convolutional Neural Network (CNN), Instagram, Sentiment Analysis