ABSTRACT

SENTIMENT ANALYSIS OF NOKIA PRODUCTS ON YOUTUBE SOCIAL MEDIA USING SUPPORT VECTOR MACHINE METHOD

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Youtube is a social media that is very popular among the people. Videos on Youtube have positive and negative aspects. Videos that users see can provide feedback about the video in the form of opinions in the form of good and bad comments. The object chosen in this study is Nokia's YouTube channel as a material for sentiment analysis. Sentiment Analysis is part of opinion mining used to process various kinds of opinions that have been given by the community for a product, service or an agency. The process of grouping sentiments starts from preprocessing to modeling using the Support Vector Machine method. At the implementation stage, design is carried out as to what the results of the sentiment analysis are visualized. In preprocessing, raw data containing comments will be done Translate, Remove Emoticon, Lower Text, Delete Punctuation, Stopword Removal, Frequently Word Remove, Rare Word Remove, Stemming, Lemmatized, and Automatic Labeling. After preprocessing, the TF-IDF weighting is done, and to see the results of the Confusion Matrix using the Support Vector Machine with a linear kernel. Sentiment analysis obtained in this study showed that Youtube users on Nokia's many channels gave positive comments which meant receiving Nokia products. In this study the accuracy of 92% results and obtained from the results of testing data.

Keywords: Sentiment Analysis, Nokia, Support Vector Machine, Youtube .