

ABSTRACT

NEGATION HANDLING IN SENTIMENT ANALYSIS USING SUPPORT VECTOR MACHINE IN INDONESIAN MOVIE REVIEW TEXTS

BY

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With the rapid growth of social networks, other people's opinions have become very important in making decisions, one example is movie reviews. To process this information, it can be done by conducting a sentiment analysis. Sentiment analysis is conducted to determine the polarity tendency of an opinion towards a film, whether it is included in the positive or negative opinion class. The word negation in the Indonesian subtitle film review document is the focus of the research challenge. Negative words in the document are one of the factors that affect the classification results, which can change the value of a positive sentiment to a negative one. The first stage carried out several test scenarios from the preprocessing method including handling the negation word against the classification method used. The purpose of this scenario is to see the strong effect of each preprocessing method on the final result. The second stage was weighted words using TF-IDF. The classification stage will be carried out using the Support Vector Machine (SVM) algorithm. SVM was chosen because it has a fairly high classification accuracy result compared to its comparison algorithm. After the classification stage is carried out, the evaluation stage uses confusion matrix to obtain the precision, recall, and f-measure values. Based on the results of the tests that have been carried out, the greatest value is 88.97%.

Keywords: Sentiment Analysis, Film Review, Negation Handling, TF-IDF, Support Vector Machine.