

ABSTRACT

Along with the increasing number of internet, users of social media and mobile devices will certainly have an impact on increasing the amount of data or content created by users. Social media allows internet users to be active content creators and disseminators of information. WOM in marketing refers to messages about communication of products, product categories and brands. Twitter is one of the social media that has become the main source for online text exchange, besides Twitter is an open platform for conducting sentiment analysis and topic modeling. Twitter is becoming a very popular social media because it allows users to exchange short messages online, which are also called tweets.

Based on the symptoms of the early adoption process of iOS 14 which is 5% higher than the adoption of iOS 13. The hashtag iOS 14 has become a trending topic on Twitter worldwide, on September 17, 2020. Until this news was published, #iOS 14 has tweeted more than 140 thousand Twitter users. time. As a result, users seem satisfied with the updates that iOS 14 brings to their devices. The average commented that the new display in iOS 14 is simpler and cleaner than its predecessor.

The purpose of this research is with text mining, to find out how the positive and negative perceptions of iPhone users who adopt iOS 14 on Twitter and find out what is often discussed on iOS 14 on Twitter. This study obtained data by crawling data on Twitter social media. The data processed in this study used the population of data uploaded by Twitter social media users related to the keywords # IOS14 and IOS 14 from November 27 to December 27, 2020. Sentiment Analysis in the Naïve Bayes Classifier classification method, Support Vector Machine, and Word Cloud.

Keywords : Social Media, Twitter, Naïve Bayes Classifier, Support Vector Machine, Word Cloud