ABSTRACT

Internet Influence Being able to influence people through the internet. We can get information. Besides that, we can also give positive and negative opinions for specific *reviews*. Reviews or commonly called reviews are an essential factor in knowing the quality of a smartphone product. This factor can be used to assess or provide opinions in text reviews that follow the quality of a smartphone given in society. Smartphones began to develop with various smartphone models to use Twitter social media such as Samsung and Vivo. These two Smartphone Brands, not a few Indonesian people express their opinions regarding these products from Price, Memory, and Camera. The main purpose in this final assignment is to evaluate the effect on smartphones using a review-based sentiment analysis method from each tweet that customers have attached with the *KNN* algorithm. In the application of sentiment analysis requires an algorithm that can perform a classification of public opinion or sentiment. In this case, previous research can be used as a reference in terms of algorithms, sentiment analysis, and classification. The *KNN (K-Nearest Neighbor)* algorithm is a supervised learning algorithm where the results of the new instance are classified based on the majority of the k-nearest neighbor category. In the final project, sentiment analysis of Samsung and Vivo smartphone products. Using an open-source website application, namely Jupyter Notebook, using the language programming, namely, python, which starts with the process of coding data and collecting data through web-scraping using tweepy because it retrieves data via *API_Key*, which has been requested directly from Twitter on May 5, 2021, until July 26, 2021, with the accuracy results obtained, obtaining the highest accuracy of 94.33 % for Samsung data and 96.79% for Vivo data.

Keywords: Sentiment Analysis, API_Key, Classification, KNN, K-Nearest Neighbor, Samsung, Vivo