

## TABLE OF CONTENT

<i>ABSTRACT</i>	ii
LEMBAR PENGESAHAN	iii
LEMBAR PERNYATAAN ORISINALITAS	iv
FOREWORD	v
List of figure	ix
List of table	x
glossary	xi
Chapter I Introduction	1
I.1 Background	1
I.2 Problem statement	4
I.3 Research objectives	4
I.4 Research scopes	4
I.5 Research benefits	4
I.6 Writing System	5
Chapter II LITERATURE REVIEW	7
II.1 Twitter	7
II.2 Vivo	8
II.3 Samsung	8
II.4 Text Mining	10
II.5 Sentiment Analysis	10
II.6 Classification	11
II.7 K-Nearest Neighbor	11
II.8 TF-IDF	12
II.9 Performance	13
II.10 Study Literature	14

Chapter III	Research methodology	16
III.1	Conceptual Model	16
III.2	Systematic Problem Solving	17
III.2.1	Problem Identification	18
III.2.2	Sentiment Analysis stage using KNN algorithm	18
III.2.2.1	Data collection	19
III.2.2.2	Data Labeling	19
III.2.2.3	Data Preprocessing	20
III.2.3	Final Stage	22
Chapter IV	Analysis and data collection	23
IV.1	Scope Analysis	23
IV.2	Data Retrieval	23
IV.3	Data Labeling	24
IV.4	Data Preprocessing	25
IV.4.1	Case Folding	26
IV.4.2	Tokenization	26
IV.4.3	Stopword Removal	27
IV.4.4	Stemming	28
IV.5	TF-IDF	28
IV.6	Classification	29
Chapter V	implementation and testing	30
V.1	Data Distribution	30
V.2	Visualization	31
V.3	Testing Ratio Comparison	33
V.4	KNN algorithm Result	34
Chapter VI	Conclusion and suggestion	37

VI.1 Conclusion	37
VI.2 Suggestion	37
Bibliography	38