

ABSTRACT

Smartphone users globally continue to increase and causes companies that produce smartphones emerge to compete in the smartphone industry. One of them is Apple Inc. which manufactures the iPhone. Apple Inc. is the first ranked company in the world in terms of technology and has recently release the iPhone 12, iPhone 12 Mini, iPhone 12 Pro, and iPhone 12 Pro max. Even so, Apple Inc. only got the third rank in the smartphone company with the largest market share in the world.

In addition, Twitter social media is now producing User Generated Content (UGC) which forms very large data or is called Big Data. User Generated Content can be used to renew the market by looking at the sentiment of iPhone 12, iPhone 12 Mini, iPhone 12 Pro, and iPhone 12 Pro Max users who share their reviews or experiences using the iPhone 12 series on Twitter.

Text mining with sentiment analysis was carried out in this study to determine the positive and negative sentiments of Twitter users about the iPhone 12 series, and to show the results of positive and negative sentiments of Twitter users about the iPhone 12 series. Sentiment analysis in this study uses the Naïve Bayes and Support Vector Machine classification method and the creation of a word cloud.

Key Words: *Smartphone, User Generated Content (UGC), Twitter, Naïve Bayes, SVM, Word Cloud.*