

## REFERENCES

- [1] S. Singh, V. Priscilia, A. Fivaldo, and N. Limantara, "Factors Influencing of Social Media Ads Usage in Indonesia," in *2022 2nd International Conference on Information Technology and Education (ICIT&E)*, Jan. 2022, pp. 186–190. doi: 10.1109/ICITE54466.2022.9759845.
- [2] J. Fueller, R. Schroll, S. Dennhardt, and K. Hutter, "Social Brand Value and the Value Enhancing Role of Social Media Relationships for Brands," in *2012 45th Hawaii International Conference on System Sciences*, Jan. 2012, pp. 3218–3227. doi: 10.1109/HICSS.2012.533.
- [3] T. Miller, "Explanation in artificial intelligence: Insights from the social sciences," *Artificial Intelligence*, vol. 267, pp. 1–38, Feb. 2019, doi: 10.1016/j.artint.2018.07.007.
- [4] M. Ahmad, S. Aftab, and I. Ali, "Sentiment Analysis of Tweets using SVM," *International Journal of Computer Applications*, vol. 177, no. 5, pp. 25–29, Nov. 2017, doi: 10.5120/ijca2017915758.
- [5] P. Klosowski, "Deep Learning for Natural Language Processing and Language Modelling," in *2018 Signal Processing: Algorithms, Architectures, Arrangements, and Applications (SPA)*, Sep. 2018, pp. 223–228. doi: 10.23919/SPA.2018.8563389.
- [6] J. Devlin, M.-W. Chang, K. Lee, and K. Toutanova, "BERT: Pre-training of Deep Bidirectional Transformers for Language Understanding," Oct. 2018, [Online]. Available: <http://arxiv.org/abs/1810.04805>
- [7] A. S. Imran, S. M. Daudpota, Z. Kastrati, and R. Batra, "Cross-Cultural Polarity and Emotion Detection Using Sentiment Analysis and Deep Learning on COVID-19 Related Tweets," *IEEE Access*, vol. 8, pp. 181074–181090, 2020, doi: 10.1109/ACCESS.2020.3027350.
- [8] M. F. R. Abu Bakar, N. Idris, L. Shuib, and N. Khamis, "Sentiment Analysis of Noisy Malay Text: State of Art, Challenges and Future Work," *IEEE Access*, vol. 8, pp. 24687–24696, 2020, doi: 10.1109/ACCESS.2020.2968955.
- [9] T. Wang, K. Lu, K. P. Chow, and Q. Zhu, "COVID-19 Sensing: Negative Sentiment Analysis on Social Media in China via BERT Model," *IEEE Access*, vol. 8, pp. 138162–138169, 2020, doi: 10.1109/ACCESS.2020.3012595.
- [10] A. Jain, G. Kulkarni, and V. Shah, "Natural Language Processing," *International Journal of Computer Sciences and Engineering*, vol. 6, no. 1, pp. 161–167, Jan. 2018, doi: 10.26438/ijcse/v6i1.161167.
- [11] A. A. Lutfi, A. E. Permanasari, and S. Fauziati, "Corrigendum: Sentiment Analysis in the Sales Review of Indonesian Marketplace by Utilizing Support Vector Machine," *Journal of*

- Information Systems Engineering and Business Intelligence*, vol. 4, no. 2, p. 169, Oct. 2018, doi: 10.20473/jisebi.4.2.169.
- [12] A. Rasool, R. Tao, K. Marjan, and T. Naveed, “Twitter Sentiment Analysis: A Case Study for Apparel Brands,” *Journal of Physics: Conference Series*, vol. 1176, p. 022015, Mar. 2019, doi: 10.1088/1742-6596/1176/2/022015.
- [13] R. Julianto, E. D. Bintari, and I. Indrianti, “Analisis Sentimen Layanan Provider Telepon Seluler pada Twitter Menggunakan Metode Naïve Bayesian Classification,” *Journal of Big Data Analytic and Artificial Intelligence*, vol. 3, no. 1, pp. 23–30, 2017.
- [14] J. Dj Novakovi, A. Veljovi, S. S. Ili, ˇ Zeljko Papi, and M. Tomovi, “Evaluation of Classification Models in Machine Learning,” 2017.
- [15] Y. Iwasaki, A. Yamashita, Y. Konno, and K. Matsubayashi, “Japanese Abstractive Text Summarization using BERT,” *Advances in Science, Technology and Engineering Systems Journal*, vol. 5, no. 6, pp. 1674–1682, Dec. 2020, doi: 10.25046/aj0506199.
- [16] B. Muller, B. Sagot, and D. Seddah, “Enhancing BERT for Lexical Normalization,” in *Proceedings of the 5th Workshop on Noisy User-generated Text (W-NUT 2019)*, 2019, pp. 297–306. doi: 10.18653/v1/D19-5539.
- [17] Y. Wu *et al.*, “Demystifying Learning Rate Policies for High Accuracy Training of Deep Neural Networks,” in *2019 IEEE International Conference on Big Data (Big Data)*, Dec. 2019, pp. 1971–1980. doi: 10.1109/BigData47090.2019.9006104.
- [18] S. Yashu, “BERT Explained – A list of Frequently Asked Questions,” *Blog, Let the Machines Learn*, Jun. 12, 2019. <https://yashueth.wordpress.com/2019/06/12/bert-explained-faqs-understand-bert-working/> (accessed Jul. 27, 2022).
- [19] A. Padmanabhan, “BERT (Language Model),” *Devopedia*, Jun. 30, 2021. <https://devopedia.org/bert-language-model> (accessed Jul. 27, 2022).
- [20] A. Priyanto and M. R. Ma’arif, “Implementasi Web Scrapping dan Text Mining untuk Akuisisi dan Kategorisasi Informasi dari Internet (Studi Kasus: Tutorial Hidroponik),” *Indonesian Journal of Information Systems*, vol. 1, no. 1, pp. 25–33, Aug. 2018, doi: 10.24002/ijis.v1i1.1664.
- [21] Y. Qiao, C. Xiong, Z. Liu, and Z. Liu, “Understanding the Behaviors of BERT in Ranking,” Apr. 2019.
- [22] M. Seo, A. Kembhavi, A. Farhadi, and H. Hajishirzi, “Bidirectional Attention Flow for Machine Comprehension,” Nov. 2016.