Analisis Sentimen pada Media Sosial Twitter terhadap E-Commerce Shopee menggunakan Metode *Support Vector Machine* (SVM)

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Abstract
Shopee is a widely accessed and used e-commerce today. Shopee is widely used by the public because the products that offered are more cheaper and affordable. Eventhough shopee is a well-known e-commerce, it still requires responses and suggestions from the public so that shopee can maintain or improve what's needed. In this study, sentiment analysis was carried out on public sentiment on Twitter social media about Shopee. This study uses data that contains tweets from predetermined keywords and uses Word2Vec and the Support Vector Machine classification method. In this study, the use of Word2Vec affects the level of accuracy so that accuracy increases for each SVM kernel. Meanwhile, the best hyperparameter tuning is found in the polynomial kernel, with an accuracy rate of 93.20%.

Keywords: sentiment, shopee, twitter, Word2Vec, SVM