

## ***ABSTRACT***

*The use of brand ambassadors on a product is considered to increase selling power. Usually, companies use artists or public figures as brand ambassadors. The use of artists or public figures is not without a reason. Public figures who have many fans or followers on various social media can be used as targets in marketing. The rise of the Korean wave phenomenon that is happening in Indonesia makes local products compete with each other in making artists from South Korea as brand ambassadors. The use of South Korean artists as brand ambassadors for local products has attracted both positive and negative comments from the people of Indonesia. These comments are widely poured by the public on various social media, for example on social media Twitter. The comments will be analyzed to determine public sentiment regarding the use of South Korean artists as brand ambassadors for local food and beverage products. In this study, the Support Vector Machine (SVM) algorithm will be used to classify each data into positive sentiment and negative sentiment using imbalance handling methods such as SMOTE for oversampling, and RUS for undersampling. After carrying out the classification process, evaluation is then applied using the confusion matrix. This research produces the best SVM model with the application of the SMOTE method with the highest accuracy value in the 10th fold reaching 83.89%. In addition, there is a recall value of around 80%, 85% precision, and 82% F1-Score.*

***Keywords:*** *Brand Ambassador, Twitter, Sentiment Analysis, Support Vector Machine (SVM), SMOTE, RUS*