

ABSTRACT

This research is motivated by the author's concern about the Ferdy Sambo case, which has become a hot topic of discussion among the public. With the emergence of this case, especially with the main perpetrator being a major police general, public sentiment has changed towards the police organization as a whole. Then, Twitter was used to get data related to community sentiment due to the growing number of users.

The research aims to investigate Twitter users' responses to the Ferdy Sambo case, and categorize sentiment analysis values (positive, negative, neutral) derived from Twitter users' perceptions. By using sentiment analysis in text mining, this research is conducted to find what words often appear from the comments and responses of Twitter users to this case. From these words then using word clouds will visualize the most frequently appearing words and the frequency of the words that appear.

From the results of the analysis that has been done, the results show that out of 15,002 data, the words or opinions given by Twitter users are negative. These results are also supported by the calculation of the accuracy rate of 97%, precision of 95%, and recall rate of 90%.

The results of this study are expected to provide an overview of the responses of social media users to a case, where negative cases will give negative opinions, and vice versa. In addition, it is also hoped that this research can be a reference for further research on similar topics or methods.

Keywords: Sentiment analysis, Twitter, word cloud, positive, negative, neutral, Ferdy Sambo