ABSTRACT

The emergence of the COVID-19 pandemic in Indonesia resulted in an economic crisis including the world of tourism which caused a decline in the national economy. With the existence of Online Travel Agencies (OTA) such as Traveloka and Tiket.com, it is hoped that it can help improve the tourism sector for the Indonesian economy. As a popular OTA and to see the opinion of the Indonesian people can be seen from public opinion in the form of tweets on the Twitter application. The tweets data will be collected and sentiment analysis will be carried out on the Traveloka and Tiket.com OTA applications which will be classified into certain classes based on their opinions and will be modeled using the Support Vector Machine (SVM) algorithm. In this study adopted the Knowledge Discovery in Database (KDD) method. This study aims to determine the SVM algorithm's accuracy level and find out how sentiment analysis compares between Traveloka and Tiket.com. In a sentiment analysis comparison, in terms of price, Traveloka is superior and in terms of services, Tiket.com is superior. After modeling by comparing splitting data and handling imbalanced data using the Synthetic Minority Oversampling Technique (SMOTE), the best accuracy for SVM for the Tiket.com price dataset is 68%, for Traveloka prices is 97%, for Tiket.com services is 92%. and for Traveloka services it is 89%.

Keywords: Sentiment Analysis, Support Vector Machine (SVM), Traveloka, Tiket.com, Online Travel Agency (OTA)