ABSTRACT

This final project discusses the analysis of public sentiment and polarization towards Telkom University (Tel-U) through online media and social media by applying the Support Vector Machine (SVM) algorithm. As a leading institution in Indonesia, Tel-U is ranked highest as the number one private university based on Webometrics rankings in July 2023. Despite achieving brilliant achievements, students' and society's perceptions and satisfaction with Tel-U may vary. Therefore, this research aims to conduct public opinion analysis to support improvements to the university management system. This final project adopts Natural Language Processing (NLP) technology, especially sentiment analysis, this final project creates a machine learning model that applies the Support Vector Machine (SVM) algorithm. The results show that accuracy reaches 84% and recall is quite high with a score of 83% for positive, 87% for negative and 83% for neutral. It is hoped that this final project will provide in-depth insight into public sentiment and views towards Tel-U, which can become a valuable strategic guide in maintaining and improving the university's image amidst rapid technological developments.

Keywords: analysis sentiment, support vector machine, natural language processing, machine learning