

Abstract

The phenomenon of increasing social media usage that is so rapidly allows manufacturers to evaluate products based on sentiments that are posted on social media. One of the widely used social media is Twitter. With the number of posts to reach thousands of tweets per second the availability of sentiment for a product is very abundant. The problem that arises is how to do classification of such sentiment to be useful for evaluating the product. In this study the proposed machine learning-based classification method using a Support Vector Machine (SVM). By performing the test using the existing parameters in the SVM, will be seen how much the level of accuracy of SVM methods in the classification of sentiment tweet.

Keyword: Twitter, sentiment analysis, SVM