

Abstract

Twitter becomes one of social networking media which is used by people to convey their expression with 140 characters for its maximum capacity. Expression conveyed through this tweet can be a fact or an opinion. Opinion is a subjective sentence that explains a person's perception of an object. In orientation detection technique, opinion can be classified into two types, those are positive and negative. The result of this opinion analysis can provide important information and benefit for someone or a company. There are 2 approaches that can be used to classify opinion, they are supervised and unsupervised approach.

Unsupervised approach or semantic orientation is an opinion classification approach that does not need previous learning. There is one method that can be used for this, that is Self Organizing Map (SOM) using pos tagger lexicon Indonesian language. SOM represents data into two dimensions in neural network form used to train the data. Every data input will be given a weight vector to calculate the similarity. The selected output is the best data (best match unit) calculated based on the closest distance to the input sample using Euclidean distance formula. The advantage of this unsupervised approach is its independence learning to recognize the pattern without prior data modeling.

This final project will be performed opinion classification using SOM method to see the performance degree which is a kind of method with an unsupervised method.

Keywords: opinion, classification, pos tagger, self organizing map