Abstract

The evolution of social media is increasing every year, especially Twitter. Based on the ranking that was created by eBizMBA site, twitter ranked in the second position with total of user exceeded 250 million on November 2013. And according to ranks that was made by eMarketer site, Indonesia ranks first on the growth of twitter account. The information that can be retrieved from twitter are hot news, ideas, even opinions. The example of opinion is someone's opinion about traffic jam in the capital city or someone's review about certain products. This opinion result can be useful for determine policy or decision for organizations or institutions in the future. This policy made based on opinion characteristics which is a positive or negative sentiments. Therefore, further analysis is needed to determine whether that opinion is positive or negative sentiment's class.

This final project aim to determine sentiment class from each tweets that classified as two kind of sentiment, positive and negative. The dataset that is used in this final project are tweets about social issues in Bandung city. The method that applied in this research is Holistic Lexicon-Based method. This method is the development of Lexicon-Based method. This method can handle multi-opinion problems for each tweets. The data that has been taken from twitter, will be processed in preprocessing first so that the result of classification is preferably. Then, the data will be classified into sentiment with considering each opinion words orientation.

Based on testing result, with Holistic Lexicon-Based method the opinion sentence can be identified from twitter dataset and determine sentiment class with average of accuracy 89%. This accuracy is affected by the number of opinion sentence that has been identified and the completeness of the dictionary.

Keywords : *Opinion Mining, Sentiment Analysis, Sentiment Classification, Holistic Lexicon-Based, Tweets*