ABSTRACT

With the rapid advancement of internet technology, the information obtained is more diverse. Some textual information contained in the online social media such as Twitter. One of the information contained in Twitter is about user opinions about a product. Each product has many features that allow each feature object product has its own opinion. The opinion can be classified into two categories, positive opinions and negative opinions. Datamining and analysis of the opinion is important to do because it is useful for the identification of products, new product planning or market trends for the company, so the next strategic steps can be taken. However, many widespread opinion require a system that will summarize the opinions of a product based on its features. Opinion classification process can be done with one machine learning methodthat is Support Vector Machine (SVM). SVM has a better performance compared to other machine learning methods on text data classification. Whereas for extracting features of the product can be done by implementing the High Adjective Count Algorithm.

In this study, the authors implement Support Vector Machine (SVM) and High Adjective Count Algorithm on Twitter data to determine the opinion of calcification for each feature of the product. The results of the experiment show that the system can extract features very well with accuracy of 96.36% and classify the opinions with an average accuracy of 78.97%.

Keywords : *Classification Opinion, Feature Extraction, Support Vector Machine (SVM), High Adjective Count Algorithm, Opinion mining*