

***Analysis of Community Sentiment on Traveloka Services on Twitter Using
Support Vector Machine***

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ABSTRACT

Twitter is one of the social media with quite a number of users in Indonesia. One of the mainstay features is the tweet which in a tweet usually contains user posts which contain information. For example, the information contained in a tweet is the user's opinion or response about a brand such as Traveloka. Traveloka is an Online Travel Agency (OTA) based application whose user frequency is also quite high in Indonesia. The number of users who use this application also does not guarantee their satisfaction with the services provided by Traveloka. With the existence of text mining helps the process of analyzing public sentiment towards the Traveloka service on Twitter in a computerized way. In finding information contained in a document using the Text Preprocessing technique. To classify a data used the Support Vector Machine classification method using the Kernel RBF. Validation and evaluation performed to get the best performance using $K = 100$ and $\gamma = 0.001$, resulting in an average accuracy of 74%.

Keywords: Sentiment Analysis, Text Mining, Twitter, Traveloka, Text Preprocessing, Support Vector Machine