

ABSTRAK

Pada tahun politik 2018 akan saling bermunculan tokoh-tokoh yang digaungkan untuk menjadi calon Presiden Indonesia 2019. Proses pengenalan tokoh tersebut umumnya kini menggunakan media sosial, sehingga akan muncul opini-opini dari pengguna media sosial. Opini yang muncul tidak hanya mengandung polaritas positif dan negatif, namun juga mengandung kalimat subjektif dan objektif. Dengan menggunakan algoritma machine learning, yakni Support Vector Machine, dilakukan analisis sentimen. Hasil dari analisis sentimen ini lebih maksimal menggunakan kernel Linear dengan nilai $C=0.01$ didapatkan nilai rata-rata akurasi 67%, presisi 64.3%, *recall* 68.67%, *f-measure* 66% untuk polaritas sentimen, sedangkan untuk subjektivitas sentimen rata-rata akurasi 67%, presisi 81.67%, *recall* 65.67%, *f-measure* 71.67%.

Kata Kunci : analisis sentimen, support vector machines, figur bakal calon Presiden Indonesia 2019

ABSTRACT

On the political year 2018 will be mutually popping reverberated figures for Indonesian presidential candidate 2019. The figures recognition process generally are now using social media, so it would appear the opinions from social media users. Opinions that appeared not only contain positive and negative polarity, but also contain a sentence of subjective and objective. By using a machine learning algorithm, namely Support Vector Machine, processed a sentiment analysis. The results of the analysis of this sentiment more optimally use the kernel Linear by $C=0.01$ and mean of accuracy is 67%, precision 64.3%, recall 68.67%, f-measure 66% for polarity, then for subjectivity the accuracy is 67%, precision 81.67%, recall 65.67%, and f-measure 71.67%.

Keywords : sentiment analysis, support vector machine, figures of 2019th Indonesian President candidate.