

## ABSTRACT

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### **TEXT CLUSTERING ANALYSIS OF MEDIA ON *TWITTER* THROUGH THE CASE THROUGH MARIO DANDY USING ORANGE DATA MINING.**

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(xiii + 39 + Attachment)

Social media today is not only used as a way to socialize between users with long distances, but also as a place to share, learn, and talk about public issues that are being discussed. One of the social media that is currently in great demand by the public is *Twitter*. Based on We Are Social and Hootsuite reports, there were 556 million *Twitter* users worldwide in January 2023. One of the issues that is being discussed is the Mario Dandy case which is one of the news that is being talked about lately on *Twitter*. In this study utilizing orange data mining by applying text preprocessing which includes transformation, tokenization, normalization, and filtering which aims to analyze text. So the researcher will conduct "**MEDIA TEXT CLUSTERING ANALYSIS ON *TWITTER* THROUGH THE MARIO DANDY CASE USING ORANGE DATA MINING**" based on the vader method the total percentage of analyzing sentiment from *Twitter* is positive = 35%, negative = 35%, neutral = 30%. In the research described, it is seen that text clustering analysis and sentiment analysis are used to understand the sentiments and opinions related to the Mario Dandy case.

Bibliography (2004-2023)