

## ABSTRACT

Imam Mulya. 92317036

SENTIMENT ANALYSIS OF COMMUNITY OPINION OF GUNADARMA UNIVERSITY USING NAÏVE BAYES CLASSIFIER METHOD AND LEXICON BASED METHOD WITH R PROGRAMMING LANGUAGE.

In an effort to increase new student interest, Gunadarma University needs to know and obtain public opinion regarding its own reputation and services. This can be analyzed through sentences on social media, including through tweets on twitter. The data used in this study came from Twitter in the form of user comment data from the site: <https://www.twitter.com> with the keyword Gunadarma in the search column, opinion data were taken 365 data on April 26, 2020 which were obtained using Help the application Crawling Twitter tweets on the system: <https://netlytic.org/> which are generated automatically into .csv format. The training data were analyzed based on their attribute values using a classification method. The proportion of training data amounted to 187 out of a total of 267 data. Meanwhile, the number of test data is 80 out of the total data. This study uses the R language with IDE RStudio. Then the classification process is carried out using 2 methods, namely: lexicon based to determine the sentence so that it has a positive or negative sentiment meaning and the Naive Bayes classifier to calculate the accuracy between the prediction and the actual result of the system. Sentiment analysis is visualized in the form of a histogram, pie chart and wordcloud. In this sentiment analysis research, the results obtained from the accuracy of the tweet data classification from the sentiment analysis system using the Naive Bayes classifier were 86.42% with a system error of 13.58%. Based on the results of the sentiment analysis, it can be concluded that the sentiment of Twitter users towards Gunadarma University has a tendency towards positive sentiment. Sentiment analysis towards Gunadarma University can be used by Gunadarma University and used as a reference for progress and improving the performance of various related parties.

Keywords: Sentiment Analysis, Positive Sentences, Negative Sentences, Naive Bayes, Lexicon Based, Gunadarma University

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Bibliography (2006-2020)