

**INITIATION OF NLP (NATURAL LANGUAGE PROCESSING)
IN CHATBOT IMPLEMENTATION BASED ON SYSTEM OF
INTERACTIVE QUESTION AND ANSWER
(Case Study: FAQ Telkomsel Mobile Operators)**

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ABSTRACT

In the current era of globalization, information is a very needed for a daily life. One is information in an industry retail, particularly the cellular operator. Telkomsel is one of the biggest cellular operator in Indonesia that provide services are fit to its customers, one of them is the FAQ (Frequently Asked Question), which is useful to make it easier to provide information to customers. PT Telkomsel also have made chatbot application, but are not implementing yet at the site, just in some of the platform of social media and chat and are not integrating yet the classification special to tell the difference between a class question and answer, so it is still classified in basic question. The data used is obtained through FAQ section on the website Telkomsel. The analysis used are the methods of Support Vector Machine and implement it into the chatbot application. The level of accuracy obtained on the method of SVM the kernel RBF, with training and data testing of 120 and 30 by high levels of accuracy of 83 %.

Keywords: *Telkomsel, Chatbot, FAQ, Classification, SVM*