IMPLEMENTATION OF SENTIMENT ANALYSIS FOR ASSESSING THE COMMUNITY SATISFACTION OF THE PERFORMANCE OF JOKO WIDODO PRESIDENT ON SOCIAL MEDIA TWITTER USING SUPPORT VECTOR MACHINE

(*Case Study*: Data Tweet Public Opinion On The Performance of President Joko Widodo On Social Media Twitter)

Rizki Fauzy Sangaji

Statictics Department, Faculty of Mathematics and Natural Sciences
Islamic University of Indonesia

ABSTRACT

Performance is a description of the level of achievement of the target or objective of government agencies as the elaboration of the vision, mission and strategy of government agencies indicates the success rate / failure of the implementation of activities in accordance with the program, the policy adopted. In this case is the performance of the government president joko Widodo. Through social media like Facebook and Twitter, it is now a medium to give criticism of political activities. Therefore, the purpose of this study is to understand the public opinion on the performance of the government of President Joko Widodo through tweet. Then from the tweet is further classified, whether the tweet is included in the positive or negative tweet, in this case is public opinion using Support Vector Machine (SVM). Results of classification by SVM method obtained accuracy of 97.79%. Based on the results of the analysis, it is found that public opinion on the performance of President Joko Widodo more leads to a positive opinion. This illustrates that 55% of Indonesian people who express opinion through twitter give more positive opinion when compared with negative opinion. So it can be said that the Indonesian people are satisfied with the performance of the government of President Joko Widodo.

Keywords: *Twitter Crawling, Sentiment Analysis, SVM, Text Mining, Jokowi, Performance, Public Satisfaction.*