

**SENTIMENT ANALYSIS OF MARKETPLACE SHOPEE ON SOCIAL
NETWORKING FACEBOOK AND TWITTER USING SUPPORT VECTOR
MACHINE METHOD**

*(Case Study: Resnponse to The Marketplace Shopee on Social Networking
Facebook and Twitter)*

Rizkiana Rahmadhani

*Department of Statistics, Faculty of Mathematics and Natural Science
Islamic University of Indonesia*

ABSTRACT

Rapid technological developments at this point affect various aspects of life. One of the most striking of these technological developments is a gadget with a tendency of activity in virtual worlds such as shopping online or commonly referred to with online shopping. In Indonesia online shopping has become a trend since the last five years, where shopping through growth of e-commerce continues to demonstrate a trend on the rise. It can be seen starting popping up the number one marketplace is developing rapidly in Indonesia is Indonesia Shopee. Is the online marketplace platform Shopee that bridges between the buyer and seller to facilitate the sale and purchase transactions online through mobile devices. In running a business, a company social networking certainly requires to be able to interact directly with its customers. Social networks are popular today are the social networks Facebook and Twitter. Through such social networks customers can deliver her response about Shopee. In this study used methods of algorithm of SVM for classifying data response. The results obtained from the accuracy of classification using SVM algorithm for responses to Facebook about Shopee 90.09% and amounted to 92.39% for Twitter feedback about Shopee. Furthermore, the method of text Association on Facebook about frequently complain about whom Shopee related shipping, ongkir, status, response, Sage, and transactions. While the method text Association on Twitter about Shopee including cashback, hokey, funds, goods, gifts, and coins. The result of negative feedback or complaints associated with the fishbone diagram is created in Shopee for problem solving.

Keywords : *Sentiment Analysis, Support Vector Machine (SVM) , Shopee, Facebook, Twitter*