

ABSTRACT

Data amount becomes rapidly increased in today's era. Data can be in form of text, picture, voice, and video. Social media is one factor of the data increase as everybody expresses, gives opinion, and even complains in social media.

Sentiment analysis is done in this final project in two methods. They are Support Vector Machine and Maximum Entropy. The first step is data collection using API twitter with each candidate names of *Pilkada DKI*. The collected data then becomes input for preprocessing step. The next step is extracting each tweet's feature to be listed. The list of features is transformed into feature vector in binary form and transformed again using Tf-idf method. Dataset consists of two kinds of data, training and testing. Training is labeled manually. K-Fold Cross Validation is used to test algorithm performance.

Based on the result of the test, accuracy obtained reaches 75% in average with composition of training data and testing data by 90:10. The most optimal Kernel used is the linear one. The changing of folding amount gives no impact to the accuracy level. Support Vector Machine method is better used than Maximum Entropy to do the sentiment analysis.

Keyword : *Support Vector Machine, Maximum Entropy, Text Mining*

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