

## **ABSTRACT**

Phone nowadays has become one of the most human needs. One of the companies that currently dominate the world smartphone market with a market share in 2016 of 24.5% is Android with Samsung company. Samsung's industrial smartphone has no great results for consumers. At the beginning of 2016, Samsung released the Samsung Galaxy Note 7 which later had disruptions and discussions in August 2016. Until September 2016, Samsung officially pulled all Samsung Galaxy Note 7 products from the market. One year later in October 2017 Samsung released Samsung Galaxy Note 8 is more perfect than the previous Note Series. However, the release of Samsung Galaxy Note 8 is feared to bring a bad image experienced by the previous Series of Samsung Galaxy Note 7.

This study aims to provide comprehensive data based on online datasets that use social media Twitter using RStudio crawl data. The author uses the technique of mine analysis of opinion (setimen analysis) to find the positive and negative set on Samsung Galaxy Note 8 product after poor performance on Samsung Galaxy Note 7.

The results showed 293 positive sentiments of 415 datasets. This shows Note 7 does not affect the magnitude of the image that Samsung Galaxy Note 8 has on the consumer. While most of the negative sentiments mention Samsung software updates.

***Keywords:*** *Sentiment analysis, Data Mining, Service Recover*