

DAFTAR ISI

LEMBAR PENGESAHAN	i
LEMBAR PERNYATAAN ORISINALITAS	ii
ABSTRAK.....	iii
ABSTRACT.....	iv
UCAPAN TERIMA KASIH.....	vi
DAFTAR ISI.....	viii
DAFTAR GAMBAR	xi
DAFTAR LAMPIRAN.....	xv
BAB I	1
PENDAHULUAN	1
I.1 Latar Belakang	1
I.2 Rumusan Masalah	3
I.3 Tujuan Penelitian.....	3
I.4 Manfaat Penelitian.....	3
I.5 Ruang Lingkup	4
I.6 Sistematika Penulisan.....	4
BAB II.....	6
KAJIAN TEORI	6
II.1 Penelitian Terkait	6
II.2 <i>Text Mining</i>	17
II.2.1 <i>Natural Language Processing</i>	18
II.2.2 Analisis Sentimen.....	18
II.3 <i>Text Preprocessing</i>	19
II.3.1 Pengumpulan data	19
II.3.2 <i>Preprocessing</i> Data	19
II.4 Media Sosial	20
II.5 <i>E-Commerce</i>	21
II.5.1 <i>Sociolla</i>	23
II.5.2 <i>Sephora</i>	24

II.5.3 <i>Watsons ID</i>	25
II.6 <i>Twitter</i>	26
II.7 Algoritma Klasifikasi	28
II.7.1 <i>Naïve Bayes Classifier (NBC)</i>	28
II.7.2 Algoritma <i>Decision Tree</i>	31
II.7.3 <i>Support Vector Machine</i>	31
II.8 <i>Term Frequency Inverse Document Frequency (TF-IDF)</i>	33
II.9 <i>RapidMiner</i>	33
II.10 Evaluasi Performasi	34
II.11 <i>State of The Art</i>	36
BAB III	41
METODOLOGI PENELITIAN	41
III.1 Konseptual Model	41
III.2 Sistematika Penelitian	42
III.2.1 Identifikasi Masalah dan Solusi	43
III.2.2 Data Preprocessing	44
III.2.3 Data Processing	44
III.2.4 Evaluasi / Kesimpulan	44
BAB IV	45
ANALISIS DAN PERANCANGAN	45
IV.1 Analisis Ruang Lingkup	45
IV.2 Pengumpulan Data	46
IV.3 <i>Preprocessing</i> Data	46
IV.3.1 Hapus URL	48
IV.3.2 Hapus <i>Mention Username</i>	48
IV.3.3 Hapus <i>Hashtags</i>	49
IV.3.4 Hapus Gambar <i>Twitter</i>	50
IV.3.5 <i>Case Folding</i>	50
IV.3.6 <i>Tokenization</i>	51
IV.3.7 <i>Stopwords Removal</i>	53
IV.3.8 <i>Stemming</i>	54
IV.4 Klasifikasi	56

IV.5 Evaluasi Performansi	56
BAB V	58
EKSPERIMEN DAN ANALISIS.....	58
V.1 Dataset.....	58
V.1.1 <i>Training Set</i>	59
V.1.2 <i>Testing Set</i>	60
V.2 Tujuan <i>Testing Data</i>	61
V.3 Data Sentimen Pelabelan Manual	61
V.4.1 Evaluasi Performansi <i>Naïve Bayes</i> pada <i>Sociolla</i>	62
V.4.2 Evaluasi Performansi <i>Naïve Bayes</i> pada <i>Sephora</i>	63
V.4.3 Evaluasi Performansi <i>Naïve Bayes</i> pada <i>Watsons ID</i>	64
V.5 Analisis Sentimen.....	68
V.5.1 Presentasi Proporsi pada <i>Sociolla</i>	73
V.5.2 Presentasi Proporsi pada <i>Sephora</i>	74
V.5.3 Presentasi Proporsi pada <i>Watsons ID</i>	74
V.6 Analisis <i>Word Cloud</i> dan <i>Network Graph</i>	75
V.6.1 <i>Word Cloud</i>	75
V.6.2 <i>Collocation / Network Graph</i>	78
BAB VI.....	84
KESIMPULAN DAN SARAN.....	84
VI.1 Kesimpulan	84
VI.2 Saran	84
DAFTAR PUSTAKA	86
LAMPIRAN.....	90