

**Pemodelan Topik Menggunakan Non-Negative Matrix FaktORIZATION (Nmf)
untuk Jalur Seleksi Masuk Telkom University dari Komentar Instagram
Alfajri¹, Donny Richasdy², Mahendra Dwifebri Purbolaksono³**

^{1,2,3}Fakultas Informatika, Universitas Telkom, Bandung

¹alfaajri@students.telkomuniversity.ac.id, ²donnir@telkomuniversity.ac.id,

³mahendradp@telkomuniversity.ac.id

Abstract

The development of information technology is increasingly rapid, such as social media, which has much influence. Social media is a place or media used to express and express various opinions on a topic. One example is Instagram. Instagram is a social media platform with many features, such as posting photos, videos, comments, likes, and others. The comments feature that Instagram has contained much public opinion that can be used as data. Nothing but the post on the SMB Telkom University Instagram account about the entrance to the university. In posts about the entrance to Telkom university, many Instagram users comment on the post. This can be convenient for the marketing team to get topics or discussions that most followers need from Telkom University's Instagram account. Therefore, a topic modelling of Instagram users' perceptions of comments posted on the entrance to Telkom university was carried out using the Nonnegative Matrix Factorization (NMF) method. After doing several research scenarios, the best coherent value was obtained with a coherent value of 0.60628 and the best 4 topics.

Keywords: *Topic Modelling; Non-negative Factorization Matrix; Coherent Topic; Instagram; Telkom University*
