

ABSTRACT

The increase in the number of Pos Indonesia and J&T Express users has also increased the opinions expressed by users regarding the company's services. Twitter is one of the places that is often used by customers to express complaints and opinions regarding the services of a company. Complaints that are generally submitted by customers against delivery services include expensive service prices, delays in delivery, goods lost during the delivery process, and complaints against employees who behave unkindly. A method is needed to find out the tendency of these opinions to contain positive or negative sentiments from users towards services from Pos Indonesia and J&T Express. A method that can be used to determine the tendency of opinions to contain positive or negative sentiments is sentiment analysis. Algorithm for performing sentiment classification using Support Vector Machine (SVM) algorithms.

The results of the sentiment analysis obtained 110 positive sentiment data against Pos Indonesia and 96 positive sentiment data against J&T Express. This illustrates that Pos Indonesia customers feel more satisfied than J&T Express customers. The highest level of accuracy using the SVM algorithm in conducting sentiment classification is 80.14% with a data comparison of 70% of the training data and 30% of the test data with an average precision of 90%, an average recall of 51.74% and an average f-measure of 47.80%.

Keywords: J&T Express, Pos Indonesia, Sentiment, Support Vector Machine, Twitter.