ABSTRACT

Sentiment analysis is a process for identifying or analyzing people's opinions on a topic. Sentiment analysis analyzes each word in a sentence to find out the opinions or sentiments expressed in the sentence. The opinions expressed can be in the form of positive or negative opinions. Twitter is one of the most popular social media in Indonesia. Twitter users always discuss various kinds of topics every day. One of the things discussed on Twitter and which has become a trending topic several times is the topic of public figures. Public figures are the object of this research. Tweets that discuss public figures will be processed by doing text processing. The results of text processing are classified using the backpropagation neural network method. The result of the test, giving the accuracy obtained was 62.3%. With the correct classification results as many as 43 of 69 test data.

Keyword: Back-propagation Neural Network, Public Figure, Sentiment Analysis, Text Processing, Twitter