

ANALYSIS OF TWITTER SENTIMENT CLASSIFICATION ON TELECOMMUNICATION PROVIDER SERVICE PERFORMANCE USING NAÏVE BAYES

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1; 2; 3; 4;

Abstract

Background - Telecommunication users in Indonesia continue to grow rapidly every year. Due to the increasing needs of users for communication and data. This results in competition between telecommunication providers to attract or even retain customers. Several studies have stated that the Customer Opinion factor can indicate the degree of quality of the provider. Various user opinions about telecommunication providers can be mined through social media, one of which is Twitter.

Purpose - Twitter is one of the microblogging that produces data that floods its users. The benefits that can be taken from the data are to classify data for analysis.

methodology - One method for classification is Naïve Bayes can handle text. The text used in this study is Twitter user comments. The Naïve Bayes method was chosen because of its ability to handle large text data with adequate accuracy and efficient computing processes.

Findings - The results of this analysis are expected to provide insight for telecommunication providers in improving the quality of their services according to user needs and expectations. This study categorizes the sentiment opinions of telecommunication provider users.

Originality - The expected Value of this research are that telecommunications providers can evaluate performance and services to achieve customer satisfaction from various complaints faced, as well as build more effective communication strategies.

Keywords: Service Performance, Sentiment Classification, Naïve Bayes, Telecommunication Operators, Twitter
