SENTIMENT ANALYSIS OF INDONESIAN LOW COST GREEN CARS WITH TWITTER DATA

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STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, it contains no material previously published or written by another person, nor material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.

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ABSTRACT

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Social Media has become a critical source for marketing's tool to obtain varies analysis research and results and sentiment analysis includes as an example. Sentiment Analysis is an analysis method for determining classifications of data sets into two classes; positive and negative. This research examines the sentiment analysis of Low Cost Green Car such by using tweets for measuring the satisfaction of people; focused on those who lived in Indonesian region, opinion and implicit facts of Low Cost Green Car. This research will conclude the study of sentiment analysis of tweets and methodology of retrieving the sentiment analysis regarding to Low Cost Green Car in Twitter. The insight from gathered tweets will be processed to retrieve the tendency of public's sentiment for each model such as Toyota Agya, Brio, Karimun, etc. The final result of this research may assist concerned industries and companies for later decision of their products, marketing strategy and business plan.

Keywords:Low Cost Green Cars, Sentiment Analysis, Rapidminer, Text Classification

DEDICATION

I dedicate this works for the future of the country I loved: Indonesia

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