

Twitter sentiment analysis terhadap brand reputation: studi kasus PT XL Axiata Tbk = Twitter sentiment analysis on brand reputation: case study PT XL Axiata Tbk / Nur Azizah Vidya

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Abstrak

[ABSTRAK

Banyaknya jejaring sosial yang bermunculan. Salah satu jejaring sosial yang marak digunakan adalah twitter. Kegiatan promosi produk melalui twitter sudah mulai digunakan PT XL Axiata Tbk (XL) sejak tahun 2009 melalui akun @XL123. Penggunaan twitter oleh perusahaan telekomunikasi di Indonesia masih dalam tahap penjualan dan promosi.

Namun demikian, analisis yang dilakukan hanya terbatas pada perhitungan jumlah retweet, komentar, dan follower. Analisis belum melihat sejauh mana makna komentar dari pelanggan maupun masyarakat. Hal ini akan mempengaruhi keputusan membeli masyarakat jika komentar yang diberikan negatif, dan sebaliknya komentar positif akan meningkatkan citra perusahaan di mata stakeholder. Hal ini dapat dilihat dari fakta bahwa rating yang diperoleh XL Axiata tidak sesuai dengan ekspektasi brand tersebut, yaitu rating 3 dari 10. Sedangkan ekspektasi yang diharapkan berdasarkan analisa perbandingan jumlah follower dan following, semestinya XL Axiata memiliki reputasi yang bagus yaitu 7-8.

Penelitian ini melakukan perhitungan reputasi dari produk XL Axiata, dan membandingkannya dengan produk Telkomsel dan Indosat. Selanjutnya dilakukan beberapa teknik ekstrak data, analisis sentimen, serta membandingkan tiga algoritma klasifikasi: Naïve Bayes, Support Vector Machine, dan Decision Tree. Tahap evaluasi performansi menggunakan precision, recall, f-measure, dan kurva ROC (AUC). Hasil menunjukkan bahwa model yang dibentuk oleh SVM memberikan performansi yang lebih baik untuk selanjutnya digunakan untuk melakukan perhitungan Net Brand Reputation. Perhitungan NBR dilakukan di produk 3G, 4G, Voice, SMS, dan Internet (data). Berdasarkan perbandingan kelima produk ini, XL Axiata memperoleh rata-rata nilai reputasi yang lebih di dibandingkan Telkomsel dan Indosat yaitu sebesar 24.5%, sedangkan Telkomsel hanya memperoleh 13.2% dan Indosat 19.3%.

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ABSTRACT

The internet in Indonesia has grown rapidly, it proved by many social media comes up. One of famous social media is twitter. Campaign product using twitter had been used by XL Axiata since 2009 through account @XL123. Unfortunately, the using of twitter in Indonesia telecommunication company still in the stage of sales and promotions.

However, the analysis only calculated number of retweets, comments, dan followers. Analyzes haven't seen what is the meaning of those comments, whether be positive or negative for XL brand products. Negative comments giving influence to society buying decision, while positive comments create good reputation to stakeholders. This is showned by a fact that the rating obtained XL Axiata does not correspond to the brand's expectation, ie rating 3 out of 10. While expectation based on comparative analysis of number of followers and following, XL Axiata should have a good reputation in rate 7-8.

This study not only calculating XL product but also Telkomsel and Indosat for comparative analysis.

Hereafter, we extracted features, algorithms and the classification schemes. Evaluation phase using precision, recall, f-measure and ROC curve (AUC). The sentiments are classified and compared using three different algorithms: Naïve Bayes, Support Vector Machine, and Decision Tree classifier method. The result shows model built by SVM is the best result. Using this model, we measure Net Brand Reputation in 5 products which are 3G, 4G, Voice, SMS, and Internet (data). The experiments showed XL Axiata has the highest reputation score rather than Telkomsel and Indosat with average NBR score 24,5%, while Telkomsel only 13.2% and Indosat 19.3%.;The internet in Indonesia has grown rapidly, it proved by many social media comes up. One of famous social media is twitter. Campaign product using twitter had been used by XL Axiata since 2009 through account @XL123. Unfortunately, the using of twitter in Indonesia telecommunication company still in the stage of sales and promotions.

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