

ABSTRACT

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Study Program : *Informatics Engineering*
Title : *Sentimen Analysis of BBM Prices Based on Facebook User
Comments Using the Lexicon Method (Case study of the
Indonesian VOA Page)*

Facebook is a networking site that can be used as a place to give opinions on current issues. One of them is the issue of rising fuel prices in September 2022. Increasing fuel prices has always been a polemic among the people. This study aims to determine the sentiment on the issue using the lexicon method. The lexicon method is a way of classifying sentiment into three classes: negative, positive, and neutral. The results of this study are negative sentiment with a total of 649 lines of data and a percentage of 53.81%, positive sentiment with 344 lines and a percentage of 28.52%, and neutral sentiment with 213 lines and a percentage of 17.7%.

Keywords:

Facebook, BBM, Anslsysis Sentiment, Lexicon

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