

of experimental study: (1) categorization performance, and (2) sentiment analysis performance.

Data crawling and preprocessing run very well on the server. On the future, we need to code some bash programming to automate the redundant filter. For the categorization of social media twitter data, the accuracy is quite high. However, there is a case when a tweet has the same value for each category in the categorization process. The computer will select the categories that were detected earlier than other categories when the comments have the same value in more than one category. There are also obstacles in detecting spelling errors and miss typed words. Social media users use more devices than laptops or computers [1]. Do not close the possibility of using a laptop or device can still unconsciously do a typo, especially the device with a smaller keyboard size. Spelling and miss typed correction are our future task to do to improve our categorization knowledge modeling.

Sentiment of analysis needs to be done in-depth observation of sentence patterns on social media. The addition of new rules is also important because the language of social media is always developing and some are not in accordance with the rules of Indonesian grammar.

Application environment run excellent with some additional social media analytics. This application still cannot manage multi twitter account in one user. So in the future, user and twitter account management must conduct to improve and satisfy company satisfaction.

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