

**Universiti Teknologi MARA**

**Malay Posting Analyzer Based On Sentiment  
Analysis and Political Inclination Matrix**

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## ABSTRACT

Social media such as Facebook, Twitter and Blogs is a medium for people to communicate with each other through internet. Through social media, people share photos, video and status that can be used as a platform to share knowledge and information. Some organization used social media to gain opinions for certain objective. Current social media monitoring tools are able to track sentiment of opinions which are in English. This weakness is utilized by the political parties to spread rumors to influence community. Thus, this project enhances the current tool to monitoring social media that use sentiment analysis as the technique to track the sentiment of Malay's opinion. This system able to extract file of opinion and it requires user to insert the dictionary of Malay's and political words provided in form of comma separated value file (.csv file). Then the user needs to set up the word handling rules that consist of negation word, statement word and conjunction words and then continue the process. Afterwards, the process of sentiment analysis takes place which will give an output of positive, negative or neutral according to the opinion and political inclination. This system uses Java Netbeans platform to develop the system. This system will be helpful for an organization to handle multiple opinion file in Malay.

**Keyword:** *Sentiment analysis, Social Media, Malay's word, Political Inclination*

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# **CHAPTER ONE**

## **INTRODUCTION**

This chapter covers overview of research and discusses about research background, problem statement, research objectives, scope and significance of the research. This chapter is a guideline of the research and justifies the reason why this research is needed in current scenario.

### **1.1 Research Background**

Social media is related to the digital media phenomena such as Facebook, Twitter, Blogs, News, and etc where people interact with each other, create and share and upload content through their personal computer and mobile devices (Bechmann & Lomborg, 2012). According to Brunskill (2013), he stated that social media is defined as internet technologies that allow people to connect, communicate and interact in real time to share and exchange information like text, photo, video and others.

Social Media emerged in the late of 70's which famous with BBS (Bulletin Board System) where user exchanging data through phone line. Usenet is the first social media to use web browser to post news. In the year of 1990's, social media such as AOL is capable to chat with friends and share content that can be searchable by the other users. This social media has major advance in the early of the year 2000 when Friendster appeared which is that users are able to customize its own page. Later, arrival of Myspace has known as clone of Friendster has surpassed Friendster registered users. In February the year of 2004, Facebook has become spectacular success where are over 800 millions of people throughout the world are interact with each other (Wilson, Gosling & Graham, 2012).