

CHAPTER 1

INTRODUCTION

1.1. Background

The 21st century is a century where technology has mastered many aspects, including media and digital-based entertainment, with current technological advances, many sites inform about movies that are currently or will be aired, such as IMD, Rotten Tomatoes, and Twitter. To determine whether a movie is good or bad, it is necessary to look at the reviews of viewers of the movie so that the movie can attract future viewers to watch. Some reviewers put their reviews to express their opinions based on the persona, and of course there were many kinds of opinions in the movie review. Although some reviews may appear clearly in positive and negative ways, there are still reviews that are not clearly categorized. For this reason, there needs to be a method in which reviewers' opinions can be analyzed in order to be able to classify the opinions they made about certain movies by conducting sentiment analysis using the Neural network.

Neural networks are a subset of machine learning and are at the heart of deep learning algorithms. Neural network names and structure are inspired by the human brain, mimicking the way that biological neurons signal to one another.

On this research, tweets about the movie "The Batman" specifically tweets that contains "@TheBatman" will be the dataset for the sentiment analysis and then will be implemented into two kinds of neural network which is Convolutional Neural Network, and LSTM or Long Short Term Memory neural network to decide which one are better for sentiment analysis.

1.2. Problem Formulation

1. Which neural network will be better for sentiment analysis?
2. Why the other neural network didn't perform at the same level or better than the rest?

1.3. Scope

This study is focusing only on tweets that have the "@" The Batman twitter account from 5 March 2022 until 5 June 2022.

1.4. Objective

The purpose of this research is to prove which models would perform better than the other models.

