**PROJECT REPORT**

# IMPEMENTASI ALGORITMA BiLSTM TERHADAP ANALISIS SENTIMEN OPINI MASYARAKAT INDONESIA MENGENAI PRODUK KECANTIKAN KOREA PADA TWITTER

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# ABSTRACT

*Twitter is one of the most widely used and popular social media in Indonesia. The level of curiosity of the Indonesian people towards South Korea is very high, this is because South Korean culture has entered and provided new views, one of which is skincare products from South Korea, Cosrx. Skincare products from South Korea are something that Indonesians never stop talking about, especially on Twitter social media. This study aims to analyze the sentiment of Indonesian people towards South Korean skin care products, Cosrx. The data collection process carried out in this study uses the data scraping method on Twitter data. The algorithm used to perform sentiment analysis is the BiLSTM algorithm. The results obtained are the sentiment of Indonesian Twitter users giving a neutral impression of Cosrx skin care products from South Korea with an accuracy rate of 54.5% and F1-score results of 60.4%.*

*Keyword: Sentiment Analysis, Twitter, Cosrx, BiLSTM.*