DAFTAR PUSTAKA

Adiasa, nirawan. 2013. "pengaruh pemahaman peraturan pajak terhadap kepatuhan wajib pajak dengan moderating preferensi risiko." *Accounting analysis journal* 2(3): 345–52.

Andrews, simon, and laurence hirsch. 2016. "a tool for creating and visualising formal concept trees." *Ceur workshop proceedings* 1637: 1–9.

Arkham agustinah, ". 2015. *Word cloud of corruption eradication commission pp. 4-5, 2015.*

Aswin, and aega wahidun. 2016. "analisis atribut produk samsung dan asus menggunakan metode multidimensional scaling (mds) di bandar lampung." *Jurnal bisnis darmajaya* 2(2): 62–74.

Feldman, r., & sanger, j. (2007). 2017. "the text mining handbook: advanced approaches in analyzing unstructured data. Cambridge university press."

Feldman, ronen; sanger, james. 2007. "the text mining handbook: advanced approaches in analyzing unstructured data. Cambridge university press, 2007."

Fitria, se and dwijananda, im. 2016. "analisis pengaruh electronic word of mouth terhadap proses keputusan pembelian (studi pada go-jek)." *Eproceding of management* 3: 01--19.

Gorunescu, florin. 2011. *Data mining: concepts, models and techniques*. Springer science \& business media.

Kaur, chhinder, and anand sharma. 2020. "twitter sentiment analysis on coronavirus using textblob." *Easychair preprint* 2974: 1–10.

Kim, sang-bum and han, kyoung-soo and rim, hae-chang and myaeng, sung hyon. 2006. "some effective techniques for naive bayes text classification." *Ieee transactions on knowledge and data engineering* 24: 1457--1466.

Komang, ni et al. 2018. "seleksi fitur bobot kata dengan metode tfidf untuk

ringkasan bahasa indonesia." *Merpati* 6(2).

"kotler_keller_marketing_management_15th (1)."

Kurniawan, afif. 2013. "analisis kondisi lingkungan fisik rumah dengan kejadian ispa pada balita di wilayah puskesmas purwokerto selatan kecamatan purwokerto selatan kabupaten banyumas tahun 2013." Universitas harapan bangsa. Http://eprints.uhb.ac.id/id/eprint/2103.

Laudon, c. K., & laudon, p. J. 2013. *Essentials of management information systems. Pearson education, inc.*

Mohri, mehryar, afshin rostamizadeh, and ameet talwalkar. 2012. "foundations of machine learning."

Mustika, amelia, and muhammad affandes. 2015. "penerapan metode support vector machine dalam klasifikasi sentimen tweet public figure." *Sentra*: 978–79.

Normawati, dwi, and surya allit prayogi. 2021. "implementasi naïve bayes classifier dan confusion matrix pada analisis sentimen berbasis teks pada twitter." *Jurnal sains komputer & informatika (j-sakti* 5(2): 697–711.

Nurhuda, faishol, sari widya sihwi, and afrizal doewes. 2013. "analisis sentimen masyarakat terhadap calon presiden indonesia 2014 berdasarkan opini dari twitter menggunakan metode naive bayes classifier." *Itsmart: jurnal teknologi dan informasi* 2(2): 35–42.

Perkovic, ljubomir. 2012. "introduction to computing using python." : 510. Https://dspace.uii.ac.id/bitstream/handle/12345 6789/7762/14611242_syarifah rosita dewi_statistika.pdf?Sequence=1.

Philip kotler ; kevin lane keller. 2016. *A framework for marketing management (sixth edition-global edition).*

Pustejovsky, j. And stubbs, a. 2012. *Natural language annotation for machine learning: a guide to corpus-building for applications.* Https://books.google.co.id/books?Id=nmx4vxv1k0yc.

Rasyadi, muhammad hadiyan. 2017. "analisis sentimen pada twitter menggunakan metode naïve bayes (studi kasus pemilihan gubernur dki jakarta 2017)." : 1–17.

Sagita, corry (2020). 2020. "pengaruh electronic word of mouth, brand ambassador, dan persepsi nilai terhadap keputusan pembelian pada tokopedia.com." Iib darmajaya. Http://repo.darmajaya.ac.id/id/eprint/2673.

Sumarwan, ujang, megawati simanjuntak, and lilik noor yuliati. 2017. "meta-analysis study: reading behavior of food products label." *Journal of consumer sciences* 2(2): 26.