ABSTRACT

The election of DKI Jakarta Governor 2017 is very busy discussed on social media. Plus the successful teams from each candidate pairs campaigning not only on the virtual world but in social media, namely twitter. On twitter everyone is free to argue in particular with regard to candidates for Governor and Vice Governor who will advance in the general election. But to make a survey made from public opinion on twitter requires considerable effort and time due to the large number of tweets used. It takes machine learning that can be quickly and precisely in classifying the tweets in positive and negative sentiment classes. Naive Bayes Classifier is a method of text classification with high speed and accuracy when applied to large and diverse data. Before tweet data is classified, the data must go through several processes, such as prepocessing to remove characters that do not affect the sentiments contained in the tweets, weighting words to select words to be used in classification and validation to determine the amount of training data and data testing.

The results of this study obtained the highest F-measure value on the first of 91%, 92% and 92% of paslon 3, with MAE value of 0.36 even better with results from several survey institutions. Although the prediction result is not the same as the result of KPU, the system can predict correctly the winner of PILGUB DKI 2017 that is the pair of Ahok-Djarot with 45% presentation.

Keyword : Twitter, election, naive bayes classifier