

Abstract

Kompas and *Detik* are some examples of online media that become a one-way information container for the public to obtain information and discuss various kinds of news. Sentiment analysis is carried out to measure tendencies of public opinion towards an event that has been or has occurred. One of the cases raised for analysis was the 2019 Presidential Election in Indonesia. Before the sentiment analysis process, data is taken first in the form of text using the web scraping method, the data is then processed by doing text pre-processing in the text data. The output of this sentiment analysis is in the form of a confusion matrix. This final project was built with the aim of being able to detect a news topic from one or more news portals that have a positive and negative sentiment conflict tendency on each news headline in each news portal that discusses the 2019 presidential election, with 70% accuracy for news about Jokowi-Ma'ruf and 65% accuracy about Prabowo-Sandiaga on the news portal *kompas.com* and 70% accuracy for news about Jokowi-Ma'ruf and 80% accuracy about Prabowo-Sandiaga on *detik.com*. This study provides information on data obtained from the classification using the Naïve Bayes method.

Keywords: *sentiment analysis, Naïve Bayes, online media, Kompas, Detik, web scraping, text pre-processing, confusion matrix.*