

Analisis Sentimen Masyarakat Terhadap Kinerja Presiden Indonesia Dalam Aspek Ekonomi, Kesehatan, Pembangunan Berdasarkan Opini dari Twitter

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Abstract

Towards the 2019 presidential election, opinions or tweets related to the President and Presidential Candidates are the most widely expressed by twitter users in Indonesia today. Public opinion is very important to understand the state of community alignments in the upcoming Presidential election. In addition, by looking at opinions posted on Twitter, we can discuss several aspects of the economy, health aspects, and aspects of infrastructure by using opinions on Twitter. In this Final Project a system for sentiment analysis is built in three aspects, namely economic, health, and development which contain positive sentiments or negative sentiments. The method that used is Naïve Bayes by using the Lexicon SentiWordnet for the feature extraction and the integration of TF-IDF with Lexicon SentiWordnet. Issued from this system consists of tweet datasets from Twitter totaling 1357, then the dataset is labeled manually. The output of this study consisted of evaluations using a 10-fold cross validation, then the evaluation was completed with a confusion matrix. Based on the results of research that has been done, the use of Naïve Bayes with the extraction of the Lexicon SentiWordnet feature in making Sentiment Analysis systems proved to be better with 84.75% consultation compared to Naïve Bayes by using the TF- IDF or TF-IDF feature extraction combined with the Lexicon SentiWordnet.

Keywords: *Naïve Bayes, Lexicon SentiWordnet, Twitter, confusion matrix, sentiment analysis, TF-IDF*
