

ABSTRACT

SENTIMENT ANALYSIS OF SOCIAL MEDIA USERS USING NAÏVE BAYES ALGORITHM: A CASE STUDY OF SUPPORT RUU PKS CAMPAIGN

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In this digitalization era, it made it easy for the people of Indonesia to deliver ideas, opinions to carry out campaigns. One real example is regarding the existence of the Draft Law on the Elimination of Sexual Violence (RUU PKS) with the aim of creating a new paradigm that ensures the community is free from sexual violence. The draft initiated by the National Commission on Violence Against Women, known as Komnas Perempuan, succeeded in becoming a conversation with social media users. Twitter is one of the social media that is a means of delivering public opinion regarding the case. One of the uses of this research is to find out the tendency of Twitter users to comment on regarding the existence of the Draft Law on the Elimination of Sexual Violence (RUU PKS) by conducting sentiment analysis. The stages of this research are carried out by collecting data. The data that has been collected will go through the preprocessing, feature extraction uses four types of vector creation from RapidMiner, processing tools that will produce data in the positive, negative and neutral categories then testing using confusion matrix. This test resulted in 83.54% accuracy using TF-IDF with a value of recall 55.84%, precision 76.58% and f1-measure 59.42%, whereas using Term Frequency, Term Occurrences, Binary Term Occurrences resulted in 82,72% accuracy, with a value of recall 53.25%, precision 68.39% and f1-measure 55.99%. The results of this study indicate that the existence of the Draft Law on the Elimination of Sexual Violence (RUU PKS) had an effect on public sentiment.

Keywords: *Social Media, Twitter, Sentiment Analysis, Naive Bayes Algorithm*