Abstract
Recently there has been a lot of news about the presidential election in online media. With the proliferation of news about the presidential election, online media is used as an effective guide to public opinion. Therefore, this research was carried out by implementing the Naive Bayes Classifier method on Sentiment Analysis that allows us to know the political bias of an online media. This research will be directed to texts relating to the 2019 election. Before the sentiment analysis process, data collection is done in the form of text using the web scraping method, then a text preprocessing is performed on the text data. The output of this sentiment analysis is in the form of a confusion matrix.This study build a system that can detect positive or negative sentiment of the news with 79,5% accuracy for news about Jokowi-Ma'ruf and 64% for news about Prabowo-Sandi .

Keywords: sentiment analysis, naive bayes classifier, web scraping, text preprocessing, confusion matrix