

ABSTRACT

ANALYSIS OF TWITTER SOCIAL MEDIA SENTIMENT ON THE PUBLIC'S REACTION TO THE DRAFTS OF JOB CREATION LAW USING THE CLASSIFICATION METHOD NAIVE BAYES ALGORITHM

By

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The development of the current technological era makes it easy for people to use social media as a means to convey thoughts, opinions to campaigns or demos. One of the social media that is still widely used by the public is Twitter. The case study takes by the researcher is a case of the Drafts of Job Creation Law. The case takes because the campaign for the Rejection of the Drafts of Job Creation Law widely discussed by the Indonesian people on Twitter social media. One of the uses of this research is to determine the tendency of Twitter users' comments or tweets to the existence of the Drafts of Job Creation Law by conducting sentiment analysis. Sentiment will be the classification by positive, negative, and neutral labels. The algorithm used in conducting sentiment analysis is Naïve Bayes because it has a high degree of accuracy in classification sentiment analysis. The stages in conducting a sentiment analysis in this study are data preprocessing, data processing, classification, and evaluation. In the results of this study, researchers use the training and testing ratio of 75:25 because it has the highest accuracy of 88% compared to other ratios. The prediction results generated from the classification turned out to be more dominant to the positive label. In addition to classifying for sentiment analysis, this study also measures the performance of the model created. The results showed that the Naïve Bayes algorithm has a precision value of 92%, recall 84%, and f1-score 86%.

Keywords: *Twitter, Naïve Bayes, Drafts of Job Creation Law, Sentiment*