

Abstract

Today's social media is a medium of communication that is familiar to most people today. One of the most popular social media nowadays is Twitter. With Twitter social media, people's information is very diverse, from that information there is data that can be processed into sentiment analysis. This study aims to create a public sentiment analysis system in the form of positive or negative sentiments. The method used for this sentiment classification is Naïve Bayes. The Naïve Bayes classification method has advantages compared to other classification methods, which are simple, using probability theory. The input of this system is in the form of tweets from everything related to covid-19, while the output of this system is in the form of classification of positive and negative sentiment data. The best model of this study produces an accuracy of 79%

Keywords: *Sentiment analysis, Social media, Naïve Bayes, Covid-19, Twitter*
