

## **ABSTRACT**

Coronavirus Disease (COVID-19) first occurred in China in December 2019 and spread rapidly to more than 121 countries including Indonesia. WHO officially declared COVID-19 a pandemic on March 11, 2020. The Indonesian government also declared COVID-19 a non-natural national disaster. To spread COVID-19 in Indonesia, the government has developed and officially launched one called PeduliLindungi. The PeduliLindungi application is an application developed to help the government in the spread of COVID-19. Along with its development, the PeduliLindungi application is not only able to do but also helps in the distribution of vaccines. As the PeduliLindungi application runs, many people express their opinions about the application through the comments column on Google Play. From the existing problems, there needs to be a solution such as sentiment analysis on reviews from the public on the PeduliLindungi application so that sentiment information related to the application is obtained. Sentiment analysis is needed by developers in application development. These opinions are then analyzed to identify public sentiment towards the PeduliLindungi application. In this study, the algorithm used is the Naïve Bayes algorithm which is applied to sentiment analysis on the PeduliLindungi application review which is obtained from the comments column on Google Play. The results of the confusion matrix from this study are the comparison of training data and testing data of 80:20 to obtain an accuracy of 84%, precision with an average of 84.3%, recall with an average of 84%, and f1-score with an average of 84.3%. The results of precision, recall, and F1-score can be said to have good results. For the results of K-Folds Cross Validation, the average accuracy of the 0th to 9th experiments is 85%.

**Keywords : COVID-19, PeduliLindungi, Sentiment Analysis, Naïve Bayes**