

ABSTRACT

SENTIMENT ANALYSIS OF PUBLIC OPINION ON THE CHILDFREE PHENOMENON USING THE NAIVE BAYES ALGORITHM ON TWITTER SOCIAL MEDIA

By
SALMA HANIYAH
1202184290

The rapid development of social media, especially Twitter, as a means of communication and expression of opinions, is undeniable. The childfree movement, which involves an individual's decision not to have children, has become a widely discussed topic on social media. This phenomenon reflects shifts in societal perspectives on family life and has significant implications for social dynamics and public policies. This research aims to analyze Twitter users' sentiments toward the childfree movement using the Naive Bayes algorithm. The study seeks to identify and comprehend public viewpoints regarding childfree choices based on tweets shared on Twitter. The research employs sentiment analysis methodology, utilizing the Twitter platform. Data collection involved crawling activities from December 19, 2022, to January 16, 2023. The gathered data was processed using the Term Frequency-Inverse Document Frequency (TF-IDF) technique, resulting in a dataset of 974 entries ready for analysis. The Naive Bayes algorithm was employed for sentiment classification, with variations in data training and testing in simulations of 60:40, 70:30, 80:20, and 90:10. The majority of sentiments expressed were positive (supporting childfree choices), with the highest percentage observed in simulation 4 (90:10), reaching 90.72%. These positive sentiments underscore support for individual freedom, financial considerations, mental well-being, and recognition of familial roles in making childfree decisions. The findings of this study offer a deeper understanding of factors influencing childfree decisions and their implications across various contexts, including personal relationships, public policies, and societal dynamics.

Keywords: Childfree, RapidMiner, Naive Bayes, Sentiment Analysis