ABSTRACT

Jakarta Air Pollution is once again a topic of conversation among the public because Jakarta is included as a city in Indonesia with the worst pollution levels in Indonesia. The cause of this increase in air pollution is due to the increasing use of motorized vehicles, industrial activities from factories around the city of Jakarta and excessive burning of waste by the public.

This study analyzes public sentiment regarding air pollution in Jakarta through the social media platform X. Using the *Sentiment Analysis* method, public sentiment is classified into positive and negative. The majority of public sentiment is negative, indicating dissatisfaction with air pollution in Jakarta.

Based on the results of the data analysis that has been done using the Classification Algorithm produces sentiment with an accuracy level of Naïve Bayes of 74.95%, KNN of 84.64% and Decision Tree of 84.77%a. In addition, Social Network Analysis is used to map interactions between social media users, with the Pollusi_udara01 account playing a key role in the dissemination of information.

Keywords: Jakarta air pollution, *Sentiment Analysis,* Naive Bayes, KNN, Decision Tree, *Social Network Analysis*