

ABSTRACT

The Golden Indonesia 2045 Vision is concept of the Indonesian government in embracing the momentum of 100 years Indonesia Independence. This vision was designed by the Ministry of National Development Planning (Bappenas) in the National Long-Term Development Plan (RJPN) for the period 2025 to 2045. The design of the vision aims to transform Indonesia into developed country with modern society. The extensive outreach efforts related to the vision have elicited varied public responses, with expressing their opinions through social media comments, such as Youtube. Sentiment analysis in this study was conducted to classify public opinion into three sentiment: positive, negative, and neutral. This study used Naïve Bayes method to analyze public sentiment in Youtube video comments regarding to the vision. Data collection was taken from 7 Youtube video contents during the period from October 26, 2024 to May 4, 2025, with total 5520 comment. After Preprocessing, 5346 comments were retained for labelling process, consisting of 3644 positive sentiments, 1167 negative sentiments, and 535 neutral sentiments. Naïve Bayes method achieved accuracy rate 79%, with precision 81%, recall 79%, and f1-score 80%. These results indicate that Naïve Bayes method performs satisfactorily in analyzing public opinion on national issues.

Keywords : *sentiment analysis, Golden Indonesia 2045 Vision, Naïve Bayes, Youtube, Preprocessing*