

ANALISIS SENTIMEN PENGGUNA TWITTER TERHADAP VAKSIN COVID-19 DI INDONESIA MENGGUNAKAN METODE *NAÏVE BAYES CLASSIFIER*

Nama Peneliti : Yuni Mega Lestari
NIM : 172400005
Dosen Pembimbing 1 : Artanti Indrasertianingsih, M.Si
Dosen Pembimbing 2 : M. Athoilah, S.Si., M.Si

ABSTRAK

COVID-19 merupakan suatu penyakit yang disebabkan oleh virus yang bernama coronavirus, telah tersebar keseluruh masyarakat dunia hingga WHO menetapkan sebagai pandemi global. Untuk menghambat penyebaran covid-19 pemerintah Indonesia mengambil kebijakan dengan memberikan vaksin. Hal tersebut, menimbulkan pro kontra di masyarakat. Sehingga dilakukan penelitian guna mengetahui pendapat masyarakat mengenai vaksin covid-19, yaitu dengan mengklasifikasikan pendapat masyarakat pada media sosial twitter kemudian didapat sentimen masyarakat terkait kebijakan vaksin covid-19 menggunakan metode *NBC (Naïve Bayes Classifier)*. Data yang digunakan dalam penelitian ini adalah kumpulan tweet mengenai vaksin covid-19 pada tanggal 12 Agustus 2021 hingga 24 Agustus 2021, yang didapat dari aplikasi Twitter dengan API (Application Programming Interface), kemudian dilakukan praproses teks (*remove URL, case folding, tokenizing, stemming, stopword*). Data setelah praproses dibagi menjadi data *training* dan *testing* menggunakan *10-fold cross validation*. Kata-kata yang sering muncul pada sentimen positif yaitu kata “vaksin”, “covid”, “virus”, “Indonesia”, “bebas”, sedangkan pada *tweet* negatif yaitu kata “vaksin”, “covid”, “virus”. Klasifikasi menggunakan *NBC* menghasilkan nilai akurasi yang tinggi pada *fold-5* yaitu sebesar 86,3%, nilai presisi sebesar 93%, nilai *recall* sebesar 97%. Hasil penelitian menunjukkan metode *Naïve Bayes Classifier* baik dalam mengklasifikasikan data *tweet* mengenai vaksin covid-19 di Indonesia.

Kata Kunci : Vaksin Covid-19, Sentimen, *Naïve Bayes Classifier*

TWITTER USER SENTIMENT ANALYSIS OF COVID-19 VACCINE IN INDONESIA USING NAÏVE BAYES CLASSIFIER METHOD

Name : Yuni Mega Lestari
NIM : 172400005
1st Supervisor : Artanti Indrasertianingsih, M.Si
2nd Supervisor : M. Athoilah, S.Si., M.Si

ABSTRACT

COVID-19 is a disease caused by a virus called coronavirus, which has spread throughout the world until the WHO has declared it a global pandemic. To prevent the spread of COVID-19, the Indonesian government has adopted a policy of providing vaccines. This raises the pros and cons in society. So, a research was conducted to find out public opinion about the COVID-19 vaccine, namely by classifying public opinion on Twitter social media and then getting public sentiment regarding the Covid-19 vaccine policy using the NBC (Naïve Bayes Classifier) method. The data used in this study is a collection of tweets regarding the covid-19 vaccine on August 12, 2021 to August 24, 2021, which were obtained from the Twitter application with an API (Application Programming Interface), then preprocessed the text (remove URL, case folding, tokenizing, stemming, stopword). Data after preprocessing is divided into training and testing data using 10-fold cross validation. The words that often appear in positive sentiments are the words "vaccine", "covid", "virus", "Indonesia", "free", while in negative tweets the words "vaccine", "covid", "virus". Classification using NBC produces a high accuracy value in fold-5 which is 86.3%, precision value is 93%, recall value is 97%. The results showed that the Naïve Bayes Classifier method was good in classifying tweet data regarding the covid-19 vaccine in Indonesia.

Keywords: Covid-19 Vaccine, Sentiment, Naïve Bayes Classifier