

ABSTRACT

SENTIMENT ANALYSIS ON SOCIAL MEDIA TWITTER CONCERNING COMMUNITY RESPONSE TO COVID-19 VACCINE USING NAÏVE BAYES ALGORITHM

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Covid-19 was officially announced as a global pandemic by World Health Organization (WHO) on March 11, 2020. The spread of Covid began at the end of 2019, spreading to various countries, including Indonesia. The government's plan includes imposing Large-Scale Social Restrictions (PSBB), and vaccinating residents to suppress the spread of COVID-19. The response of vaccinating citizens was evaluated controversially using various brands of vaccines, so many people expressed their opinions on Twitter. On Twitter, Vaccine Booster is one of the popular words and has become a lot of public discussion by the general public, especially Indonesian citizens, Twitter is a medium for citizens to express their opinions about Covid-19 vaccination in Indonesia. The government needs to consider inputs and opinions on vaccines from public. These public opinions and responses to comments on Twitter will later be used as data references for research. Sentiment analysis of public responses uses text processing because the response data is not structured, there are still non-standard words and lack of punctuation. Sentiment analysis is used to filter public responses and classify them into positive, negative or neutral classes. In this study, researcher will use Naive Bayes algorithm to predict public responses to the COVID-19 vaccine. In this research, researchers get the highest accuracy of 73.31%. From the predictions of the public's response to the Covid-19 vaccine, the results of the Recall result are 74.3%, Precision 74%, resulting in an F-1 Measure value of 72%. In this study, applying k-fold validation and producing a score of 77% of the percentage obtained, the model is classified as quite good. This research is expected to help the government to know the response to the Covid-19 vaccine, so that the government can evaluate and determine further strategies regarding the Covid-19 vaccine to the public and it can find out responses, criticisms and community interactions against covid-19 by using vaccines.

Keywords: COVID-19 Vaccination, Sentiment analysis, Naïve Bayes, Twitter.