INTRODUCTION

With the Indonesian government's construction of IKN and the existence of the Asean Economic Community (AEC) / AEC (Asean Economic Community) [16], the development of information technology in the digital 4.0 era is accelerating especially social media. Social media allows humans to stay connected at all times, regardless of distance.

As the number of social media users grows, so does the number of social media platforms increasing variety Based on 9.2% of internet users. In January 2021, the figure will be 73.7% [1].

At the beginning of 2020 the government is preparing a Job Creation Bill (RUU) using the concept of the Omnibus Law [2]. The government considers that the existence of this bill can boost the Indonesian economy by attracting foreign investors to invest in Indonesian [2]. The following is the background to the issue of the Omnibus Law on Employment Creation from 2020 to 2022, which has an impact on Indonesian society as Workers are threatened with not receiving severance pay or old age benefits, Maximum limit of 3 years for outsourced contract employees, and It is easy for foreign workers to enter Indonesia to work.
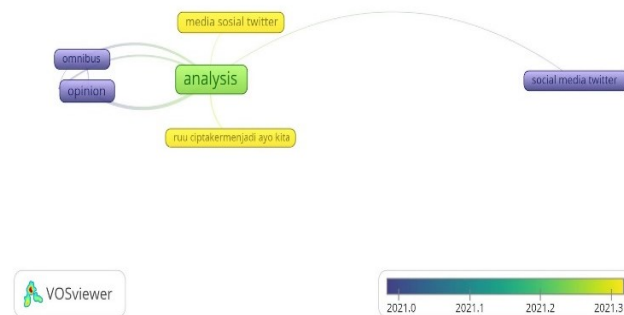

Fig. 1. Vos Viewer's analysis of the Omnibus law

According to Figure 1, data withdrawal from all journals on Google Scholar from 2020-2022 is a type of sentiment analysis research that is relatively new due to the existence of the Omnibus Law on Job Creation, a new law that combines regulations and cuts several articles of Laws that previously included articles on manpower into simpler [17]

The results of the Vos viewer analysis yielded a research update that was a novelty innovation from this study related to social media comments, Twitter, and news about the negative impact of the omnibuslaw work copyright law. Sentiment analysis, also known as opinion mining, is an automated process for understanding, extracting, and processing textual data in order to obtain information [18]. Sentiment analysis is a scientific discipline that examines people's opinions, attitudes, evaluations, and assessments of a particular event, topic, organization, or individual [3]. Several previous studies have been successful in conducting sentiment analysis research by employing various methods such as SVM, K-Nearest Neighbor, and Naive Bayes Classifier.

Rani Nooerani et al. conducted research using the SVM method in 2020 in "Analysis of Twitter Data Sentiment Regarding the Issue of the KPK Bill."The SVM method was found to be 81.32% accurate, with a sensitivity value of 71.47% and a specificity value of 87.64% [3]. Furthermore, Zuhdiyyah Ulfa Siregar et al conducted research using the K-Nearest Neighbor method in 2019 with the title "Classification of Sentiment Analysis on Training Participants' Comments Using the K-Nearest Neighbor Method," explaining that the results of the Classification of sentiment analysis on training participants' comments using the k method -nearest neighbor results obtained with an accuracy rate of 94.23%.[4]. Then, in a 2017 paper titled "Sentiment Analysis for Candidates for Governor of DKI Jakarta 2017 on Twitter," Ghulam Asrofi Buntaro explained that the highest accuracy value was obtained when using the Naive Bayes Classifier (NBC) classification method, with an average accuracy value of 95%, a precision value of 95%, a recall value of 95%, a TP rate of 96.8%, and a TN rate of 84.6% [5]. Additionally, in their 2013 study titled "Analysis of Public Sentiment of the 2014 Indonesian Presidential Candidates based on Opinions from Twitter Using the Naive Bayes Classifier Method," Faishol Nurhuda et al. In contrast to the Joko Widodo-Jusuf Kalla pair, who received a total of 37.6%

positive sentiment, 34.4% negative sentiment, and 27.9% neutral sentiment, Prabowo Subianto and Hatta Rajasa received 47.7% for positive sentiment, 26.4% negative sentiment, and 25.9% neutral sentiment [6].

Based on the findings of several previous studies, each existing method has varying degrees of accuracy. So, in this study, the Naive Bayes Classifier (NBC) method will be used in sentiment analysis classification research on the Omnibus Law on Job Creation Bill on Twitter social media. Because previous studies have shown that it is more accurate at predicting and classifying analytical sentiment. The Naive Bayes Classifier method was used in this study due to the large number of datasets used, which necessitates a method with fast classification performance and high accuracy [6]. The advantage of using the Naive Bayes Classifier is that it requires very little training.