

## ABSTRACT

*The rapid development of technology has caused several changes in the theory of human life, one of which is the availability of various knowledge and solutions to previously understood problems. The researchers now have access to the social media Twitter where they can conduct sentiment analysis studies about feelings, attitudes and public opinion. The processing technique used is in the form of text mining. Research was also conducted using the Naive Bayes Classifier algorithm, especially Multinomial Naive Bayes. The experiment was carried out using imbalance data and the Random Over Sampling method on training data with sample ratios of 90:10, 80:20, 70:30, 60:40. Based on the test results on the Naive Bayes algorithm, the highest accuracy is obtained in the distribution of training data with ratio 80:20 using a random over sampling technique of 76% accuracy result.*

*Keyword: PDAM, Twitter, Naive Bayes Classifier, Preprocessing, Text Mining*