

## **ABSTRACT**

*The 2017 Jakarta gubernatorial election (abbreviated Pilgub Jakarta 2017 or Pilgub DKI 2017) will be held on February 15,2017, to elect the governor and deputy governor of Jakarta to a five-year term. At this moment, online social media has a lot information about all the candidates. However, in many cases, especially those of which are related to political events involving the dominant parties and the less dominant ones, online media coverages always have tendency to show a wrong negative opinion for the less dominant parties. Therefore, to able to have a more objective representation of public opinion, we need to analyze some samples of the article titles taken from some reputable online media providers. One of the scientific method that can be used to achieve this goal using Naïve Bayes. Naïve bayes provides a simple but accurate analysis. This method has been effectively proven to classify news automatically.*

**Keywords :** *Online Media, Sentiment Analysis, Naïve Bayes*