

Abstract

Local elections are the general election for choose governor and vice governor that held by society who fulfill the requirement as a voter. Governor is a leader of province region in Indonesia. In this case the candidates need sentiment from society as the source of information for knowing image of the governor candidates. The sentiments that has got from society are not only positive, it can also negative and neutral. Sentiments that used for this research are tweet from the society that the result of crawling from twitter that related with the governor candidates of west java 2018. In this research, author build the society sentiment classification system with Naive Bayes Clasifier. Naïve Bayes Clasifier used for get preference value from society to the governor candidate of west java 2018. The testing result with evaluation method got 76,56% accuracy. The highest testing result for society's postitive response on twitter goes to Deddy Mizwar with 34,4% preference value. So, the sentiment classification with NBC can be used for measure preference value in local election case.

Keywords: *Twitter, Pre-processing, Naive Bayes Clasifier, Cross validation, Analyzing Sentiment, Prefrence Value*