

Abstract

Towards the General Election, many politicians or public figures conduct campaigns through social media. Campaigns through social media are considered effective and cost-effective because ideas and ideas from politicians can immediately get responses from the community of social media users. The ideas presented can be used as sources for assessing sentiment. Sentiment analysis was carried out using Naïve Bayes classification method because Naïve Bayes has the characteristics of calculating probabilities clearly and has a high degree of accuracy. The problem discussed in this final project is how to analyze sentiments towards public figures and how much accuracy is produced by the Naïve Bayes method. Based on the experimental results, the best accuracy of Lukman H Saifudin figures is 98.66% using the 30% bigram scenario testing data. in the Lukman H Saifudin figure the system predicts the sentiment value of this figure is 31% positive and 69% neutral, indicating that the tweet / opinion delivered by Lukman H Saifudin figures gives a positive and neutral influence to followers of his account.

Keywords: sentiment analysis, twitter, public figures, naïve bayes.