Abstract

In 2019, social media twitter is still a popular social media for many people, even though the number of active users has decreased significantly due to the variety of other social media. On this social media twitter we can pour whatever is on our mind in the form of images, sounds, and writing. Every day there are lots of things that can be discussed and we can put them on social media twitter. Starting from music, comedy, or about politics and so forth. From things that can be discussed, we can explore useful information in a study on a particular topic. To process data from opinions on Twitter social media we can do it with sentiment analysis techniques or opinion mining. But in conducting this sentiment analysis, we need to use the right analytical techniques so that the information we get later can be maximized and can be useful. Therefore, in this final paper a sentiment analysis of the news on social media twitter regarding the election of the president and vice president using the naïve Bayes classifier method by classifying sentiments into positive, and negative. The results of the research conducted have an accuracy rate of 71.67%. This shows that sentiment analysis using the naïve Bayes method has good results. The results of this sentiment analysis can be used to see how Indonesian society especially on social media twitter in response to the process of the series of 2019 Indonesian presidential elections.

Keyword   : twitter, presidential election, social media, *naïve Bayes*, classification