ABSTRACT

The increasing number of internet users in Indonesia has used social media such as Twitter to convey opinions, exchange information, upload videos and photos. On social media Twitter the exchange of information is fast becoming an advantage of social media, it is often used in delivering news and opinions in the form of criticism and suggestions such as to government agencies, for example, every time there is an issue of increasing contributions to BPJS Kesehatan, it is always a war of opinion between the public, for example in the media social Twitter. BPJS Kesehatan is a government agency that guarantees the health of the Indonesian people, in this case civil servants (PNS) and private workers are required to register for this insurance, apart from workers there is also insurance for the poor. Opinion wars related to the issue of increasing BPJS Health contributions between the community can be in the form of positive or negative opinions, so a sentiment analysis system will be created using the Backpropagation Neural Network classification method. With this system, it can help analyze opinions based on people's perspectives on Twitter social media. From the research results in this final project, in the sentiment analysis of Twitter users, accuracy is 87.14%, precision is 86.97%, recall is 87.14%, and F1 score is 87.05%.

Kata Kunci: *Backpropagation Neural Network, BPJS Kesehatan, Sentiment Analysis, Twitter*