

ABSTRACT

The world of education in Indonesia continues to try to improve its education system every year, one of which is quite controversial or widely preached is the zoning policy in admitting new students that applies in the new school year 2019/2020. Because of the School Zoning Policy, prospective students whose homes are located around the school from elementary to high school level are prioritized to be eligible to become prospective students compared to students who may have their homes far from the school they have favored for a long time, the problem of school zoning policies is enough to make parents are worried, because they might not be able to go to a favorite school. Because of this problem, a sentiment analysis review system was designed based on social media Twitter on the issue of school zoning using the Naïve Bayes Method. The school zoning policy setiment analysis system designed will produce classifications of the opinions of the Twitter user community and can conclude that the policy is a positive, negative or neutral category of Twitter users in Indonesia. It is hoped that this system can provide feedback on the problems being faced by Indonesian education. In this study the system produces an accuracy of 90.69%, a precision of 90.93%, a recall of 90.69% and an F1 score of 90.75% with the best number of features, 2000.

Keywords: Text Classification, Education, School Zonation, Naïve Bayes, Sentiment analysis.