ABSTRACT

ANALYSIS OF SENTIMENTS IN TWITTER SOCIAL MEDIA ON BOOK OF LAW CRIMINAL LAW IN INDONESIA BY NAÏVE BAYES METHOD
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The community uses social media as a means to express their thoughts, interests and opinions on various things. Thousands of submissions occur every day on every social media. Everyone can express their opinions through social media freely. These opinions contain both positive and negative sentiments about a topic. Case studies taken by researchers are about the Draft Book of Criminal Law in Indonesia. The case was taken because the Indonesian Criminal Code Bill was much discussed by Indonesian people on social media, especially Twitter. If you want to know the tendency of public comments on the Draft Book of Criminal Law in Indonesia, whether positive or negative, then sentiment analysis is done. Taking a case study Ratification of the Draft Book of Criminal Law in Indonesia for sentiment analysis because this case has been widely discussed by the Indonesian people on social media. The algorithm used in this sentiment analysis is Naïve Bayes because it has a high degree of accuracy in the classification of sentiment analysis. The stages in conducting sentiment analysis in this study are data preprocessing, data processing, classification, and evaluation. The resulting model is tested and evaluated by looking at the value of accuracy, precision, recall, and f1-measure. In this study an accuracy of 71.75% was obtained. Sentiment analysis of community tweets about RKUHP informs those who want to need data for further analysis, but also can inform other communities of higher responses, namely positive or negative responses.

Keywords: Naïve Bayes, Sentiment Analysis, RKUHP, Twitter, Text Mining