

ABSTRACT

IMPLEMENTATION OF DATA MINING IN THE CASE OF MENTAL HEALTH ON SOCIAL MEDIA TWITTER USING NAIVE BAYES METHOD

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Mental health, especially in Indonesia, mental health is still far from the attention of the government and the community, there is still a lack of public awareness that health is not only about physical but also needs to pay attention to mental health. Indonesian people are still very taboo in responding to this, the increasing number of people who experience mental health problems always increases from year to year, people still think that mental health is not too dangerous so it is still underestimated in handling cases like this, even though every year there must be cases of suicide due to depression. From this research, we will find out how important mental health is analyzed from Twitter users, by giving positive, negative and neutral labeling. In this study, the algorithm used is the Naive Bayes Algorithm, using this algorithm because it has a fairly good accuracy value and is also simple in the classification process. This study uses a ratio of 70:30 with an accuracy value of 89%. In this research process, data crawling, preprocessing, word weighting, data classification, and performance evaluation stages are carried out. The results show that the Naïve Bayes algorithm has a macro average value for precision, recall, and f1-score with a value of 63% to 74%, and a weighted average for precision, recall, and f1-score with a value of 89% to 92%.

Keywords: *Naïve Bayes, Data Mining, Mental Health, Twitter*