

Abstract

The use of social networks as a means of sharing information has been widely used, one of which is the Twitter social network. Twitter has a retweet feature to re-share a tweet so that information can be spread to other Twitter users. This study aims to build a retweet prediction system with user-based features and the sentiment level of tweets with the topic of covid 19 in Indonesian. The results of this study can be used to detect influencers whose tweets on certain topics will be retweeted by their followers so that the information shared can be spread widely. To perform the modeling used Naïve Bayes as a classification method. The performance results obtained from this retweet prediction system are the accuracy of 0.78 and the f1-score of 0.769

Keywords: Twitter, Nave Bayes, User Based, Sentiment Level