

ABSTRACT

This study aims to determine the topics formed on the social media Twitter and public perceptions before and after the implementation of Presidential Instruction Number 6 of 2020 which stipulates the mandatory use of masks. The study used data on Twitter with the hashtags "#pakaimasker" and "#indonesiaterserah" from March 2nd to November 30th 2020 and divided into two research periods, namely before and after policy implementation on August 5th, 2020. The data processed using Topic Modeling methods with Python software version 3.6.8.

The results show that the topics formed before the policy implementation were "prevention and protection" and the topics after the policy implementation were compliance and mandatory. The Chi Square test shows the topics formed before and after the implementation are independent. Analysis of the public perception variable shows improvement on all variables including perceptions of knowledge, social trust, perceived benefits and perceptions of risk.

Keywords: Use of Mask, Covid-19, Topic Model, Perception