ABSTRACT

The rapid development of the internet has made social media develop as well. Social media is currently often used by the public to exchange opinions, especially Twitter social media. Because the new virus in early 2020, namely COVID-19, requires people to carry out all forms of activities at home to reduce the increase in the spread of the virus. This makes people often feel bored so that many people vent their boredom via Twitter. Beginning in 2021, the Indonesian government began implementing a vaccination program in Indonesia. Many people also share positive and negative opinions about the vaccination program. These opinions are then analyzed to identify public sentiment towards vaccination in Indonesia, whether positive or negative. The use of the Naïve Bayes algorithm which will be applied for sentiment analysis on Twitter social media with the research process carried out using the Python. The dataset used is in the form of tweet data obtained from the Twitter API. The results of the analysis show that people give more positive opinions (65%) than negative opinions (35%). The Naive Bayes algorithm used can provide accurate classification results for sentiment analysis with an accuracy value of 71%, a recall value of 98%, a precision value of 70%, and an f1-score value of 82%.

Keywords : Sentiment Analysis, Twitter, COVID-19, vaccine, Naïve Bayes.