

## **ABSTRACT**

*With the Covid-19 outbreak in Indonesia, the government must implement several policies to prevent a wider spread of Covid-19 transmission. Some of the policies implemented have a direct or indirect effect on all economic actors in the regions that implement these policies.*

*This study aims to determine and evaluate the opinions of residents and economic actors in the Java-Bali area affected by Covid-19 and the PPKM policies implemented by the Central Government. The data collection method in this study was obtained by crawling data in the form of tweets from social media Twitter for the period 3 July 2021 to 21 July 2021. And the data obtained was sentiment regarding the PPKM policy that applies in 2021. Then the data will be processed using sentiment analysis and social networks analysis.*

*The data used for the dataset is 10,000 data with the distribution of 80% training data and 20% as testing data. By using the Naïve Bayes Classifier algorithm with the help of RapidMiner software, 57% positive sentiment and 43% negative sentiment result with an accuracy rate of 76.53% from the calculation of the Naïve Bayes Classifier algorithm. These results illustrate that the overall Java-Bali PPKM policy is positive, supported by the community and has a good impact on the economy of the people affected by the PPKM policy.*

*Keywords: covid-19, sentiment analysis, social network analysis, PPKM.*