

ABSTRACT

The increasing intensity of mobile and internet use by the public, especially during the Covid-19 pandemic, allows the government to convey all forms of government information, including government support through social media. Instagram, with the most active users in the world and occupying the number four most used platform in Indonesia, is one of the social media used by many regional government leaders to communicate government information. Micro, Small and Medium Enterprises (MSMEs) as supporting the Indonesian economy are included in one of the sectors affected by the Covid-19 pandemic. Therefore, the role of Abu Bakar as Mayor of Kediri in communicating government support for MSMEs is very important and influences MSMEs in the City of Kediri.

The purpose of this study is to determine the priority scale of government support areas for MSMEs and map the public's response to the support areas communicated by Abu Bakar as the Mayor of Kediri into positive, neutral, and negative sentiments.

This study uses a mixed method with a text mining approach. The data used is caption and comment data from Abu Bakar's Instagram account for the period 20 August 2019 – 20 November 2020 with a total of 17 captions and 203 comments. Data obtained through crawling and processed using Python tools.

The results of the study show that 4 of the total 5 areas of government support received positive sentiment from the community, with the facility support area receiving the highest priority scale and the business capital support area receiving the lowest priority scale.

This study provides insight into mapping areas of government support for MSMEs in Kediri City through the regional head's Instagram account and is expected to be a reference and reference for further research. This study has limitations and weaknesses that need further analysis and improvement for future researchers.

Keywords: *MSMEs, Leadership, Sentiment Analysis, Text Mining, Instagram.*