

ABSTRACT

The social network Facebook has provided a new space for the public to express their opinions widely. In its journey, Facebook is no longer just a network of friends in the virtual world, but Facebook itself can be used as a forum for users to freely express their opinions. During the Covid-19 pandemic, vaccination was the best solution to overcome the pandemic. Vaccination raises pros and cons among the people of Indonesia. Responses to these concerns are usually expressed on social media, the majority of the community provides responses and opinions on concerns related to vaccination through social media, one of the social media used as an option to convey responses and opinions is Facebook. This study aims to analyze public sentiment on the spread of information on Covid-19 vaccination; identify the most frequently occurring words; and categorize every opinion that appears into the category of positive and negative sentiments related to the Covid-19 vaccination program. The method used is Word cloud Analysis, Sentiment Analysis, and Naive Bayes algorithm. The results of this study showed that negative sentiments got higher results with a percentage of 81.4% or as many as 2,985 comments, while positive sentiments got lower results with a percentage of 18.6% or as many as 682 comments. Meanwhile, it was found that the classification of words that often appeared in positive words was the word "hopefully" as many as 165 words. While the negative word that often appears is the word "vaccine" as many as 1.103 words.

Keywords: Vaccination, Sentiment Analysis, Naïve Bayes, Facebook.