

ABSTRACT

The Indonesian government has issued a new policy to help monitor the spread of the COVID-19 virus so that it can be handled efficiently by tracking the history of locations visited by the public by ordering them to check-in and check-out in public spaces. It is achieved with the support of PeduliLindungi as the official and centralized application, which is available on the Google Play Store and Apple App Store. Twitter as a social media that is quite popularly used in Indonesia is a media used to discuss and express opinions related to hotly discussed issues, one of which is the use of the PeduliLindungi application for public space activities. The reactions and opinions issued by the public on the Twitter platform certainly vary, both in the form of praise, insults to suggestions and constructive criticism. In this study, sentiment was extracted against posts or tweets by the public on the Twitter platform. Sentiment analysis is carried out using a Machine Learning approach with the Support Vector Machine (SVM) algorithm as a method to classify each tweet into two sentiments, namely positive and negative. This study tries to conduct experiments in finding the best model to be used for classification. The best model produced in this study is using the SVM algorithm with train and test data separation methods, namely the holdout ratio 70:30 method, and the SMOTE method to balance the data because the distribution of class data or sentiment in this study is imbalance. The model produces an accuracy value of 81.23%, precision of 83.58%, recall of 86.62%, F-1 score of 85.07%, and AUC score of 0.881. This model is used to classify the sentiment determination of each tweet so that it can be seen the trend of the distribution of public sentiment towards the use of the PeduliLindung application for public space activities on Twitter social media for the period October 2021 to July 2022.

Keywords— PeduliLindungi, Twitter, Sentiment Analysis, Support Vector Machine (SVM)