

ABSTRACT

Currently, the government has decided to issue a quarantine policy for foreign travelers to reduce the spread of Covid-19 that enters Indonesia. The public is busy responding to the policy on social media Twitter to form public opinion. Unfortunately, many people complain about the decision because they feel that the system implemented by the government is still not comfortable for foreigners to carry out, especially those who are quarantined at Wisma Atletes. The existence of these pro and con opinions provides an opportunity to evaluate the government's performance by conducting social media monitoring using Brand24 tools containing the keyword 'quarantine' in the period November 2021 – January 2022. The method used is qualitative, by conducting interviews and observations at Brand24 to get data on public opinion on social media Twitter. The results of the social media monitoring carried out will later produce sentiment analysis with positive, negative, and neutral categories. The results of the sentiment analysis showed 675 negative sentiments, 150 positive sentiments and 357 neutral sentiments. In carrying out the social media monitoring process using the Brand24 Platform, it is easy to use and sufficient to meet the required data. But still lacking in the categorization process in interpreting the sentence.

Keywords: Brand24, Public Opinion, Quarantine Policy For Foreign Travelers, Sentimen Analysis, Social Media Monitoring.