

ABSTRACT

Twitter, as a social media platform, has rapidly grown as a means for people to express their opinions and thoughts on various topics, including education. The number of Twitter users surged to 10.645.000 in 2020, with a significant increase during the pandemic. Telkom University, as a private institution of higher education in Indonesia, has become one of the topics of discussion on Twitter. Users' opinions about Telkom University vary, ranging from positive to negative. To gain deeper insights into public view, sentiment analysis is essential. The analysis follows the Knowledge Discovery in Databases (KDD) process, utilizing the Naive Bayes classification algorithm. The evaluation results indicate the best accuracy achieved with an 80:20 data split with oversampled data, resulting in an accuracy rate of 82.05%, precision of 82.3%, recall of 82.05%, and F1-Score of 82.08%. The Naïve Bayes model demonstrates good performance for sentiment analysis of public views regarding Telkom University on Twitter.

Keywords— Sentiment Analysis, Twitter, Naïve Bayes, Telkom University.