ABSTRACT

Breast cancer is one of the most common types of cancer in women and is the second largest cause of death in the world. This research aims to analyze public sentiment towards breast cancer awareness campaigns on Twitter using the Support Vector Machine (SVM) and Naive Bayes methods. Awareness in early detection is very important to increase the chances of recovery. Awareness campaigns through social media such as X have become an effective tool for disseminating information and educating the public about the importance of early detection and regular checkups. X comment data is collected and processed using pre-processing techniques before being analyzed using SVM and Naive Bayes. The research results provide valuable insights for health organizations and awareness campaigns to increase the effectiveness of communication and interactions with the public via social media. The accuracy results from SVM have better values than Naïve Bayes. SVM has a result of 0.86 on the 80/20 subset data and 0.90 on the 70/30 subset data, while Naïve Bayes has a result of 0.83 on the 80/20 subset data and 0.84 on the 70/30 subset data.

Keywords:

Breast Cancer, Sentiment Analysis, Twitter, Support Vector Machine, Naïve Bayes, Pre-Processing