ABSTRACT

As a public service institution, the Directorate General of Customs and Excise (DJBC) often becomes the target of public criticism, especially on social media. This is caused by several issues, including unclear calculations of import duties and taxes on shipped goods, administrative service processes that are considered slow and complicated, and the unresponsiveness and lack of friendliness of customs officers in serving the public. These problems have led to a decline in public trust and the widespread dissemination of negative opinions, which can significantly damage the reputation of DJBC. The urgency of this issue lies in the need for a thorough evaluation to understand public perceptions circulating on social media so that DJBC can implement service improvements that are well-targeted and aligned with community needs. This study employs the Aspect-Based Sentiment Analysis (ABSA) method using a lexicon-based approach with VADER Sentiment for sentiment labeling and the Naïve Bayes algorithm for sentiment classification prediction. Data were collected from public comments on social media platforms Twitter (X) and TikTok and were processed through preprocessing and translation stages. The analysis results show that in the aspect of cost and tax transparency, negative sentiment reached 71%, in the aspect of service process, negative sentiment accounted for 65%, and in the aspect of officer integrity, negative sentiment was 60%. These findings serve as the primary input in formulating service improvement recommendations through benchmarking by comparing best practices from other countries with more advanced customs systems. The conclusion of this study emphasizes that DJBC must urgently improve the clarity of cost calculations, accelerate and simplify service procedures, and foster the professionalism and friendliness of customs officers to restore public trust and sustainably enhance national logistics performance.

***Keywords**: Sentiment Analysis, Naïve Bayes, VADER, Aspect-Based Sentiment Analysis, Benchmarking.*