

ANALISIS SENTIMEN PERSEPSI NETIZEN DI MEDIA SOSIAL TWITTER TERHADAP KONDISI EKONOMI DI SURABAYA MENGGUNAKAN METODE NAÏVE BAYES DAN LEXICON BASED

Munasik
(160441100009)

Dosen Pembimbing I : Muhammad Yusuf, S.T., M.Mt., PhD
Dosen Pembimbing II : Imamah, S.Kom., M.Kom

ABSTRACT

The economy is one of the important elements in a government, both at the center and at the local level. Surabaya is one of the only economic centers in Indonesia, the role of the Surabaya government in supporting economic growth is by issuing a policy. the policies issued are in accordance with the citizens and the city of Surabaya. The Surabaya government utilizes online media platforms, one of which is Twitter as a means of conveying information to the citizens of Surabaya. Therefore, it is necessary to have a sentiment analysis to determine whether or not an economic policy is effective. For this reason, sentiment analysis research was carried out using the Naïve Bayes and Lexicon Based methods. The purpose of this study is to determine public sentiment on economic policies in Surabaya on social media twitter. This research can later be used as evaluation material in determining an economic policy. Netizens' perceptions of economic policies in Surabaya tend to be positive, as can be seen in the table comparison of many tweets with a positive table of 45% compared to tweets with a negative label of 45%. The results of tests using three Nave Bayes methods show an accuracy rate of 69% with Multinomial Nave Bayes, 72% with Gaussian Nave Bayes, 72% Bernouli Naïve Bayes.

Keywords: *economy, sentiment analysis, Lexicon Based, Naive Bayes, government*