

ABSTRAK

Media sosial merupakan media yang sangat berperan untuk berkomunikasi jarak jauh. Terdapat banyak informasi yang terdapat pada media sosial, seperti informasi yang sering terdengar pada media sosial yaitu informasi opini yang dilontarkan oleh para pengguna media sosial. Banyak orang yang mengandalkan media sosial dalam mencari sebuah informasi. Informasi yang didapatkan pada media sosial juga beragam seperti halnya tanggapan tentang penggunaan vaksin. Banyak para pengguna media sosial berkomentar positif maupun negatif terhadap penggunaan vaksin yang dilakukan oleh pemerintah. Salah satu cara untuk pencegahan menyebarnya virus tersebut yang paling efektif dengan pembuatan vaksin. Penerapan vaksin sendiri mempertimbangkan berbagai aspek, salah satunya adalah opini publik terhadap pelaksanaan vaksinasi melalui media twitter, yaitu sebuah media sosial yang paling populer yang digunakan masyarakat. Pengumpulan opini publik yang disebut data sentiment melalui media sosial untuk mendapatkan hasil tanggapan publik masyarakat. Salah satu untuk mengolah informasi yaitu dengan menggunakan pendekatan text mining dengan melakukan analisis sentimen. Sulit dalam melakukan klasifikasi opini masyarakat terkait vaksinasi secara manual dengan data yang banyak. Penelitian ini bertujuan untuk mengetahui akurasi klasifikasi *Naïve Bayes* dan pengaruh *Pearson Correlation Coefficient* terhadap klasifikasi *Naïve Bayes* terkait tanggapan masyarakat tentang vaksinasi. Memanfaatkan media sosial khususnya twitter, Metode yang digunakan pada penelitian ini yaitu *Naïve Bayes* dengan seleksi fitur *Pearson Correlation Coefficient*. Data Tweet yang didapatkan berdasarkan kata kunci terkait vaksinasi menggunakan twitter dengan dataset sebanyak 1.404 ulasan yang diambil pada 10 Januari 2021 – 21 April 2021 dan akan dilakukan sentiment positif dan negatif terhadap vaksinasi. Hasil yang didapat dari pengujian menggunakan seleksi fitur sebesar 72.08% dengan rentan waktu proses 11.4563 Menit. Sedangkan pengujian dilakukan tanpa menggunakan seleksi fitur sebesar 73.22% dengan rentan waktu proses 12.2629 Menit dengan penggunaan data sebanyak 1.404 tweet yang memiliki label positif dan negatif. Sehingga, penggunaan seleksi fitur tidak selalu bisa dapat meningkatkan akurasi namun seleksi fitur bisa mengurangi waktu komputasi yang lebih cepat.

Kata kunci : *Naïve bayes*, *Pearson Correlation Coefficient*, Analisis Sentimen, Media Sosial, Twitter, Vaksin Covid-19

ABSTRACT

Social media is a very important medium for long-distance communication. There is a lot of information found on social media, such as information that is often heard on social media, namely opinion information expressed by social media users. Many people rely on social media to find information. Information obtained on social media is also as diverse as responses to vaccine use. Many social media users commented positively or negatively on the government's use of vaccines. One of the most effective ways to prevent the spread of the virus is by making vaccines. The implementation of the vaccine itself considers various aspects, one of which is public opinion on the implementation of vaccination through Twitter, which is the most popular social media used by the public. The collection of public opinion called sentiment data through social media to get the results of the public's response. One way to process information is to use a text mining approach by conducting sentiment analysis. It is difficult to classify public opinion regarding vaccination manually with a lot of data. This study aims to determine the accuracy of the Naive Bayes classification and the effect of the Pearson Correlation Coefficient on the Naive Bayes classification regarding public responses to vaccination. Utilizing social media, especially twitter, the method used in this research is Naïve Bayes with the selection of the Pearson Correlation Coefficient feature. Tweet data obtained based on keywords related to vaccination using twitter with a dataset of 1,404 reviews taken on January 10, 2021 – April 21, 2021 and positive and negative sentiments will be carried out on vaccination. The results obtained from testing using feature selection are 72.08% with a vulnerable processing time of 11.4563 minutes. While the test was carried out without using feature selection of 73.22% with a vulnerable processing time of 12.2629 minutes with the use of data as many as 1,404 tweets that had positive and negative labels. So, the use of feature selection can not always improve accuracy, but feature selection can reduce computation time faster.

Keywords : Naïve bayes, Pearson Correlation Coefficient, Sentiment Analysis, Social Media, Twitter, Covid-19 Vaccine

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