

# **ANALYSIS OF PUBLIC OPINION SENTIMENT ON ONLINE LECTURE POLICY DURING THE COVID-19 PANDEMIC ON TWITTER USING NAÏVE BAYES METHOD**

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## **ABSTRACT**

*Indonesia is one of the countries affected by the Covid-19 pandemic. The Covid-19 pandemic has caused Indonesia to also issue several appeals to the public, such as calls for online learning carried out by all educational institutions in Indonesia. Online learning is a new method and is not yet commonly used in Indonesian universities, taken from a student's perspective. Of course, every student has their views, opinions, or aspirations regarding online learning that is currently being held. Social media is a suitable place to share one's opinions or aspirations, which an example of social media as a place to share one's opinion is Twitter. This study aims to create a system that can analyze sentiments regarding online learning policies during the Covid-19 pandemic on Twitter in Indonesia using the Naive Bayes method. A series of stages were carried out in this study, namely data collection from Twitter, preprocessing, the classification process using the Naive Bayes method, and performance evaluation. From the test results with a confusion matrix, an accuracy value of 84% is obtained with the details of precision 0.84, recall 0.84, and F1 Score 0.83 with a dataset of 10000 tweets divided into training and testing data with a division ratio of 80:20. From this research, it can be concluded that the Naive Bayes method can be applied to analyze sentiment towards online learning policies on Twitter Indonesia.*

*Keywords: Sentiment Analysis, Online Learning, Naive Bayes, Twitter.*