

## **ABSTRACT**

# **ANALYSIS OF PUBLIC SENTIMENT ON PPKM IN DKI JAKARTA ON YOUTUBE SOCIAL MEDIA COMMENTS USING THE NAÏVE BAYES METHOD**

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COVID-19 is a disease caused by a coronavirus. COVID-19 attacks humans, which can make someone sick or even die. Several countries have been affected by the virus, including Indonesia, which has the COVID-19 virus. The Indonesian government has launched a number of strategies or efforts to prevent the long-term spread of COVID-19 in the country since the COVID-19 outbreak in Indonesia, such as imposing restrictions on community activities (PPKM). One of the areas implementing Community Activity Restrictions (PPKM) is DKI Jakarta Province. So far, with the restrictions on community activities (PPKM) in DKI Jakarta, the community has experienced difficulties carrying out its activities. Therefore, it is hoped that a sentiment analysis will look at people's opinions regarding PPKM in DKI Jakarta, which is currently starting to subside. The method to be used is Nave Bayes. A classification technique called Naive Bayes utilizes probabilistic and statistical techniques. The results of this sentiment analysis are 87.2% neutral, 4.3% positive, and 8.4% negative, and classification with Nave Bayes gives 2 classes 90% accuracy and 3 classes 81% accuracy. The dataset used is based on comments on YouTube in news content discussing PPKM in DKI Jakarta. Sentiment analysis is generated using the following flow: cleaning, labeling, TF-IDF, splitting, classification, and evaluation. Researchers obtained excellent classification results using the Nave Bayes classification method in two classes. They can only get good results in the "good" classification category in the three classes.

Keyword : Covid-19, , Naïve Bayes, Government, PPKM, YouTube