ANALYSIS OF SENTIMENT ON THE PROHIBITION OF HIGHWAYS DUE TO COVID-19 USING *NAÏVE BAYES* ALGORITHM AND *DECISION TREE*

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ABSTRACT

The homecoming ban issued by the government in the midst of the Covid-19 virus pandemic is currently a topic that is often discussed by the public, one of which is on social media twitter. Twitter is a social media that is often used by people to express messages in the form of opinions or public opinion. Sentiment analysis is used to process user comments or tweets from Twitter. This study analyzes public opinion on the homecoming ban policy using 3 opinions, namely positive opinions, negative opinions and neutral opinions. This study uses two algorithms, namely Decision Tree and Naïve Bayes. In the process of testing the Decision Tree algorithm, it also uses a grid search to find tuning parameters so that it can improve the performance of each algorithm. From the testing process, the accuracy of the Naïve Bayes algorithm is 63.67%, the Decision Tree algorithm is 56.56%, the Decision Tree algorithm using grid search is 99.67%. so it can be concluded that the Decision Tree algorithm using grid search is the most suitable algorithm in this study.

Keywords : Sentiment Analysis, Homecoming Ban, Twitter, Naïve Bayes, Decision Tree