Analisis Sentiment Pada Twitter Menggunakan Metode Naive Bayes

Farah Hisanah Adwina, Nazlah Atthahirah Dwi Melki, Wuri Fatiha Sari

*Teknologi Informasi, Politeknik Negeri Padang,*

*Jl. Kampus, Limau Manis, Kec. Pauh, Kota Padang, Sumatera Barat 25164,*

*Corresponding author: xxxxxxxx@xxx.ac.id*

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1. Introduction

Analisis sentimen adalah proses menganalisis teks digital untuk menentukan apakah nada emosional pesan tersebut positif, negatif, atau netral. Saat ini, perusahaan memiliki data teks dalam volume besar seperti email, transkrip obrolan dukungan pelanggan, komentar media sosial, dan ulasan. Alat analisis sentimen dapat memindai teks ini untuk secara otomatis menentukan sikap penulis terhadap suatu topik.

Penelitian ini diambil dari sosial media yaitu twitter, karena data pada twitter berfariatif dan selalu up to date setiap menit nya sehingga mampu menghasilkan nilai akurasi yg lebih akurat. Data yang diambil yaitu #PialaDunia2022.