

ABSTRAK

Nama : Fadhl Muhammad
NIM : 41518010044
Pembimbing TA : Leonard Goeirmanto, Dr., ST, M.Sc
Judul : Analisa Sentimen Mengenai Pendidikan Tatap Muka Pada Twitter Menggunakan Metode Naive Bayes Dan Support Vector Machine

Di penghujung tahun 2019, ditemukan *virus* baru dari Wuhan, China, yaitu *virus Corona (COVID-19)*. *Virus* ini telah berdampak pada semua sektor kehidupan, termasuk sektor pendidikan. WHO atau Organisasi Kesehatan Dunia menjelaskan terjadi penurunan jumlah penyebaran COVID-19 dari 3 Januari 2020 menjadi 18:37 CEST, 21 Juni 2022, ada 6.070.933 kasus terkonfirmasi COVID-19 dengan 156.700 kematian, hingga 14 Juni 2022, total 417.522.347 dosis vaksin telah diberikan. Sehingga Indonesia menetapkan Nomor 03 /KB/2021, Nomor 384 Tahun 2021, Nomor HK.01.08 /MENKES/4242/2021, dan Nomor 440-717 Tahun 2021 tentang Pedoman Pelaksanaan Pembelajaran Pada Masa Pandemi *Corona virus Disease 2019 (COVID-19)*, disampaikan bahwa pembelajaran di Perguruan Tinggi mulai semester ganjil 2021/2022 dilaksanakan pembelajaran tatap muka dengan tetap melaksanakan protokol kesehatan atau *new normal*. Pada platform Twitter, sering dijumpai berbagai macam tanggapan masyarakat yang mereka lontarkan mengenai Pendidikan Tatap Muka di Indonesia tersebut negatif maupun positif. Pada penelitian ini dilakukan analisa sentimen opini masyarakat di Twitter terhadap Pendidikan Tatap Muka menggunakan Algoritma Naïve Bayes dan Support Vector Machine dengan menggunakan tools RapidMiner dan Python. Hasil eksperimen menunjukkan bahwa algoritma Support Vector Machine lebih tinggi daripada algoritma Naïve Bayes dengan memberikan nilai akurasi paling tinggi pada percentage *Split* 90:10 yaitu 93% dengan nilai $K=10$ sebesar 90%.

Kata kunci:

Pendidikan, Sentimen, Naïve Bayes, Support Vector Machine

ABSTRACT

Name : Fadhl Muhammad
Student Number : 41518010044
Counsellor : Leonard Goeirmanto, Dr., ST, M.Sc
Title : *Sentiment Analysis of Face-to-face Education in Indonesia on Twitters*

At the end of 2019, a new virus was found from Wuhan, China, namely the Corona virus (COVID-19). The virus has impacted all sectors of life, including the education sector. WHO or the World Health Organization explained that there was a decrease in the number of COVID-19 spread from January 3, 2020 to 18:37 CEST, June 21, 2022, there were 6,070,933 confirmed cases of COVID-19 with 156,700 deaths, as of June 14, 2022, a total of 417,522,347 vaccine doses had been administered. So that Indonesia stipulates Number 03 /KB/2021, Number 384 of 2021, Number HK.01.08 /MENKES/4242/2021, and Number 440- 717 of 2021 concerning Guidelines for Implementing Learning During the Corona virus Disease 2019 (COVID-19) Pandemic, it is conveyed that learning in Higher Education starting from the odd semester of 2021/2022 is carried out face-to-face learning while still implementing health protocols or new normal. On the Twitter platform, there are often various kinds of public responses that they say about Face-to-Face Education in Indonesia that are negative and positive. In this study, an analysis of public opinion sentiment on Twitter was carried out on Face-to-Face Education using the Naïve Bayes Algorithm and Support Vector Machine using RapidMiner and Python tools. The experimental results showed that the Support Vector Machine algorithm was higher than the Naïve Bayes algorithm by providing the highest accuracy value at a Split percentage of 90:10, which was 93% with a K = 10 value of 90%.

Keywords: Education, Sentiment Analysis, Naïve Bayes, Support Vector Machine