ABSTRAK

ANALISIS PERBANDINGAN SENTIMEN MASYARAKAT TERHADAP PELAKSANAAN VAKSINASI *BOOSTER* DI INDONESIA MENGGUNAKAN METODE *K-NEAREST NEIGHBOR* DAN *NAÏVE BAYES CLASSIFIER*

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Analisis sentimen merupakan pendapat atau pandangan seseorang terhadap suatu objek tertentu yang menghasilkan sentimen positif, negatif, atau pun netral. Upaya pemerintah pada masa pandemi *covid-19* yaitu menghimbau pelaksanaan program vaksinasi *booster* kepada masyarakat. Berdasarkan hal tersebut menghasilkan beberapa sentimen masyarakat yang sebagian diunggah pada *flatform* media sosial *twitter*, yang menghasilkan sentimen positif dan negatif. Untuk mengetahui klasifikasi sentimen masyarakat maka peneliti melakukan perhitungan menggunakan metode *K-Nearest Neighbor* dan *Naïve Bayes Classifier*. Berdasarkan hasil perhitungan didapatkan sentimen masyarakat dengan nilai positif sebesar 98% dan negatif 2%. Ini berarti bahwa masyarakat antusias dan mendukung program *vaksinasi booster*. Kemudian perbandingan berdasarkan hasil perhitungan yaitu metode K-Nearest Neighbor dengan nilai K adalah 3 dihasilkan perhitungan akurasi sebesar 97,33% dan menggunakan metode Naïve Bayes Classifier dapat dihasilkan perhitungan akurasi sebesar 97,35%. Maka dapat diketahui bahwa menggunakan metode Naïve Bayes Classifier memiliki akurasi yang lebih tinggi dibandingkan dengan metode K-Nearest Neighbor.

Kata Kunci: Analisis Sentimen, *K-Nearest Neighbor, Naïve Bayes Classifier,* Vaksinasi *Booster*.

ABSTRACT

COMPARISONAL ANALYSIS OF COMMUNITY SENTIMENT ON THE IMPLEMENTATION OF THE BOOSTER IN INDONESIA USING K-NEAREST NEIGHBOR AND NAVE BAYES CLASSIFIER METHODS

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Sentiment analysis is a person's opinion or view of a particular object that produces positive, negative, or neutral sentiments. The government's effort during the COVID-19 pandemic is to call for the implementation of a booster vaccination program to the public. Based on this, it produces several public sentiments, some of which are uploaded on the Twitter social media platform, which generate positive and negative sentiments. To find out the classification of public sentiment, the researchers carried out calculations using the K-Nearest Neighbor and Naïve Bayes Classifier methods. Based on the calculation results, it was found that the public sentiment was positive at 98% and negative at 2%. This means that the community is enthusiastic and supports the booster vaccination program. Then the comparison based on the calculation results, namely the K-Nearest Neighbor method with a K value of 3 resulting in an accuracy calculation of 97.33% and using the Naïve Bayes Classifier method, an accuracy calculation of 97.35% can be generated. So it can be seen that using the Naïve Bayes Classifier method has a higher accuracy than the K-Nearest Neighbor method.

***Keywords**: Sentiment Analysis, K-Nearest Neighbor, Naïve Bayes Classifier, Booster Vaccination.*