

Sentiment Analysis of the Merdeka Belajar Kampus Merdeka Program

Among Twitter Users Using the Naïve Bayes Method

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ABSTRACT

This study aims to analyze the sentiments of Twitter users towards the Merdeka Belajar Kampus Merdeka Program using the Naïve Bayes method. The background of this research is the launch of the Merdeka Belajar Kampus Merdeka Program by the Ministry of Education and Culture of the Republic of Indonesia, which aims to provide freedom and flexibility to higher education institutions and encourage innovation in the learning process. Given the high level of public interaction on social media, particularly Twitter, sentiment analysis of this program is crucial to understanding public perceptions and responses to the policy. The data used in this study consists of 1486 tweets, with 309 tweets containing negative sentiment, 379 tweets containing positive sentiment and 780 tweets neutral. The analysis process involved data collection, text preprocessing, and applying the Naïve Bayes algorithm for sentiment classification. The results indicate that the model achieved an accuracy of 67.35%, precision of 64.09%, and recall of 67.35%. This study provides insights into public perceptions of the Merdeka Belajar Kampus Merdeka Program and demonstrates that the Naïve Bayes method can be effectively used for sentiment analysis on social media. This research is expected to offer valuable input for policymakers and stakeholders in evaluating and developing the program.

Keywords: Sentiment Analysis, MBKM, Twitter, Naïve Bayes