

***Instagram Sentiment Analysis of the Ministry of Public Works and Public
Housing on The Development of The Infrastructure of The Indonesian Capital
City using The Naive Bayes Classifier Method***

Supervised by Prawidya Destarianto, S.Kom, M.T

Fanisa Nur Arifah

Study Program of Informatic Engineering

Majoring of Information Technology

ABSTRACT

This study aims to analyze public sentiment towards the development of the Indonesian Capital City infrastructure based on comments on the Instagram social media account of the Ministry of PUPR using the Naïve Bayes Classifier method. The development of the Indonesian Capital City (IKN) is a project that is currently receiving widespread attention from the public, including on Instagram social media. The data used in the sentiment analysis classification amounted to 1,520 data with details of 462 positive label data, 436 negative label data and 622 neutral label data that have gone through the preprocessing stage before being processed in the sentiment analysis classification using the Naive Bayes Classifier method. In this study, the results of the sentiment analysis classification showed an accuracy of 78.29%, with a precision value of 79.22%, a recall of 78.29% and an f1-score of 78.21%. The results of the classification analysis show a distribution of sentiment that can be a picture of public opinion towards the development of the Indonesian Capital City infrastructure. Thus, this study is expected to contribute and can be used as a consideration for the government or related parties in understanding public views on the development.

Key words: *Sentiment Analysis, Instagram, Indonesian Capital City, Naïve Bayes.*