

ABSTRACT

The rapid development of technology allows everything to be accessed by the internet. A large number of internet users in Indonesia also cause many social media users, one of which is Twitter which is used in discussing a topic by making tweets. An interesting topic to discuss on Twitter is also about new and fresh things that attract many users to get involved. One of the things that attract Twitter users is the construction of a new airport, namely Kertajati Airport, which is experiencing several problems such as the small number of visitors, the lack of airport activity, and the decrease in the number of routes. User involvement in providing opinions can help in seeing the perceptions that are felt by many people in describing something and this can be either positive or negative.

The purpose of this research is to find out Twitter user sentiments towards Kertajati Airport in West Java to see the perception of Kertajati Airport. This perception can show a picture or view of the community so that it can become a new insight for the company and management of Kertajati Airport.

The method used in this study is sentiment analysis using the naïve Bayes classification. Data sources used in the form of data tweets about Kertajati Airport by crawling on social media Twitter and the results found can be either positive or negative results. Then there is the word cloud to see the spread of words related to sentiment.

The results of this study are Twitter user sentiments towards Kertajati Airport in West Java included in the negative sentiment so that the perception of Kertajati Airport in West Java is not good enough. This is supported by the results of the percentage of negative sentiments from Kertajati Airport obtained by 77.09% and the percentage of positive sentiments regarding Kertajati Airport by 22.91%.

The perception that is still not good for Kertajati Airport should be of particular concern to airport management as input and evaluation to create good perceptions for airport users and the public. One of the things that can be done by implementing a good strategy for the content that will be shared on social media.

Keyword: Sentiment Analysis, Perception, Kertajati Airport