

ABSTRACT

Twitter is one of the social media that can be used to exchange ideas and give opinions. Twitter users can write their opinions on the issue of President Joko Widodo's government. Tweet data or public opinion can be done sentiment analysis method to analyze public opinion. Naïve Bayes method is used to classify twitter data to determine sentiment and grouping into positive class and negative class. Furthermore, topic modeling is carried out with the Latent Dirichlet Allocation (LDA) method to find out the topic of discussion in each sentiment group. In the classification process the value of accuracy depends on the preprocessing stage and depends on the amount of data. In train data 80% and test data 20% obtained accuracy 84.58%, recall 85%, precision 85% and F1-Score 85%. At the LDA stage, performance testing with perplexity resulted in a perplexity value of 7.0693, for beta value of 1, alpha value of 10000, number of topics 2 and number of iterations of 30 for positive sentiment group. Furthermore the perplexity value is 7.2897 with the value beta1, alpha value 1000, the number of topics 2 and the number of iterations of 60 for the negative sentiment group.

Keywords: Twitter, Sentiment Analysis, Naïve Bayes, Latent Dirichlet Allocation.