

ABSTRACT

The government decided to issue a Large-Scale Social Restriction Policy to deal with the Covid-19 pandemic. The public is busy responding to these policies on Twitter to form public opinion. Unfortunately, many people have complained about this decision because they felt that the lockdown was more appropriate. However, not a few people support the PSBB policy. The existence of pros and cons provides an opportunity to evaluate government performance by means of sentiment analysis. This study investigates the tendency of public opinion sentiment regarding PSBB using the Naïve Bayes algorithm in tweets containing the keyword "PSBB" in the time span of 29 February-29 May 2020. The analysis results show 217 tweets with negatif sentiment and 183 tweets with positive sentiment with a kappa value of 0,58.

Key Words : *Sentiment Analysis, Public Opinion, PSBB, Twitter*