

ABSTRAK

Untuk mengatasi penyebaran virus *covid-19* di Indonesia pemerintah mengadakan proses vaksinasi kepada seluruh masyarakat. Dengan tujuan untuk membangun kekebalan tubuh masyarakat terhadap virus *covid-19*.

Namun faktanya masih ada keraguan di benak masyarakat tentang proses vaksinasi yang dilakukan, beberapa keraguan yang timbul dimasyarakat diantaranya keraguan terhadap adanya virus *covid-19*, keraguan terhadap efektivitas vaksin, sampai ketakutan adanya Kejadian Ikutan Pasca Imunisasi (KIPI). Oleh karena itu topik mengenai proses vaksinasi ini menjadi perbincangan masyarakat, banyak masyarakat yang kemudian menyampaikan pro dan kontra terhadap proses ini yang di tuangkan dalam media sosial salah satunya *Twitter*.

Penelitian ini akan membandingkan model *Naïve Bayes* yaitu *Multinomial Naïve Bayes* dan *Bernoulli Naïve Bayes*, dalam melakukan *analisis sentimen* terhadap proses vaksinasi yang dilakukan berdasarkan hasil *Tweet*. Pengujian akan dilakukan dengan model *k-fold cross validation* pada kedua model *Naïve Bayes* untuk meperoleh hasil terbaik.

Dari pengujian ini hasil terbaik diperoleh oleh model *Bernoulli Naïve Bayes* dengan hasil akurassi sebesar 74,46%.

Kata Kunci Proses Vaksinasi, Analisis Sentimen, *Bernoulli Naïve Bayes*, *Multinomial Naïve Bayes*

ABSTRACT

To overcome the spread of the Covid-19 virus in Indonesia, the government is holding a vaccination process of all people. With the aim of building people's immunity against the covid-19.

However, in fact there are still doubts in the minds of the public about the vaccination process being carried out, some doubts that arise in the community including doubts about the presence of the covid-19 virus, doubts about the effectiveness of vaccines, to fears of Follow-up Post-Immunization Events (FPIE). Therefore, the topic regarding the vaccination process has become a topic of conversation among the people, many people have conveyed the pros and cons of this process, which are posted on social media, one of which is Twitter.

This study will compare the Naïve Bayes model, namely Multinomial Naïve Bayes and Bernoulli Naïve Bayes, in conducting a sentiment analysis of the vaccination process based on the Tweet result. Testing will be carried out with the k-foldcross validation model on both Naïve Bayes models to obtain the best results.

From this test the best result were obtained by the Bernoulli naïve Bayes model with an accuracy of 74,46%

Keywords: vaccination process, sentiment analysis, Bernoulli naïve bayes, multinomial naïve bayes.