

ABSTRAK

Kebijakan Pemberlakuan Pembatasan Kegiatan Masyarakat (PPKM) dibuat oleh pemerintah untuk menghadapi pandemi *Corona Virus* (COVID-19). PPKM berfungsi untuk mengontrol kegiatan masyarakat sesuai dengan protokol kesehatan, di antaranya adalah menjaga jarak sejauh dua meter, memakai masker, mencuci tangan dan lain-lain dalam pencegahan penyebaran COVID-19. PPKM di Indonesia diberlakukan sejak 11 Januari 2021 di berbagai wilayah di Indonesia. Dampak dari PPKM yang dirasakan oleh masyarakat salah satunya kesulitan mencari pekerjaan, berkurangnya mata pencaharian masyarakat, membatasi kegiatan berkerumun, adanya adaptasi kebiasaan baru. Selain itu, pelaku UMKM selain mengalami penurunan omset juga memperoleh sanksi pidana denda di tengah PPKM darurat oleh pemerintah setempat. Pemerintah menerapkan PPKM demi menanggulangi penyebaran virus COVID-19. Akan tetapi, penerapan PPKM mengundang pro dan kontra di masyarakat. Terlihat pada opini masyarakat yang tersebar di postingan media sosial pengguna twitter. Pengguna jejaring media sosial twitter yang membahas mengenai COVID-19. Analisis sentimen di media sosial twitter dapat menjadi cara untuk melihat pola polarisasi. Berdasarkan hasil penelitian yang diperoleh bahwa algoritma DBSCAN dengan evaluasi memperoleh akurasi 71,2% dan akurasi *Sum Square of Error* (SSE) memperoleh akurasi 88,5%.

Kata-kata kunci: covid-19, ppkm, twitter, sentimen, analisis, text mining

ABSTRACT

The Policy for the Implementation of Restrictions on Community Activities (PPKM) was made by the government to deal with the Corona Virus (COVID-19) pandemic. PPKM functions to control community activities in accordance with health protocols, including maintaining a distance of two meters, wearing masks, washing hands and others in preventing the spread of COVID-19. PPKM in Indonesia has been implemented since January 11, 2021 in various regions in Indonesia. The impacts of PPKM that are felt by the community include difficulties in finding work, reduced community livelihoods, limiting crowding activities, and the adaptation of new habits. In addition, MSME actors, in addition to experiencing a decrease in turnover, also received criminal sanctions in the middle of an emergency PPKM by the local government. The government implements PPKM to tackle the spread of the COVID-19 virus. However, the implementation of PPKM invites pros and cons in the community. It can be seen in the public opinion spread on social media posts by twitter users. Users of the Twitter social media network discussing COVID-19. Sentiment analysis on Twitter can be a way to see polarization patterns. Based on the results of the study, it was found that the DBSCAN algorithm with evaluation obtained an accuracy of 71.2% and the accuracy of Sum Square of Error (SSE) obtained an accuracy of 88.5%.

Keyword: covid-19, ppkm, twitter, sentimen, analisis, text mining