

ABSTRAK

Kasus *covid19* pertama di Indonesia diumumkan pada tanggal 2 maret 2019. Pandemi *covid19* memberikan dampak negatif terhadap berbagai bidang kehidupan seperti menurunnya aktivitas ekonomi masyarakat, meningkatnya angka kematian dan mempengaruhi sistem pendidikan. Berbagai upaya telah dilakukan pemerintah untuk menyelesaikan pandemi *covid19* salah satunya dengan kebijakan larangan mudik. Dalam menanggapi kebijakan ini masyarakat mempunyai tanggapannya masing-masing. Penelitian ini bertujuan untuk mengidentifikasi sentimen masyarakat terkait kebijakan larangan mudik lebaran. Metode yang digunakan dalam penelitian ini menggunakan algoritma VADER. Data yang digunakan diambil dari media sosial Twitter sebanyak 1000 cuitan diambil pada periode waktu 06 Mei sampai 17 Mei 2021. Data terlebih dahulu melewati tahap *preprocessing* sebelum data dinilai menggunakan algoritma VADER. Setelah itu data diuji menggunakan *confusion matrix*. Hasil dari penelitian ini menunjukkan sentimen positif 42.2%, negatif 34.2% dan netral 23.6%. Hasil dari pengujian data mendapatkan *accuracy* 50.3%, *precision* 54.81% dan *recall* 58.02%.

Kata Kunci: analisis sentimen, *confusion matrix*, VADER

ABSTRACT

The first *covid19* case in Indonesia was announced on March 2, 2019. The *covid19* pandemic has harmed various areas of life such as declining people's economic activity, increasing mortality, and affecting the education system. Various efforts have been made by the government to resolve the COVID-19 pandemic, one of which is the ban on going home for Eid. In responding to this policy the community has its response. This study aims to identify public sentiment regarding the homecoming ban policy. The method used in this study uses the VADER algorithm. The data used was taken from social media Twitter as many as 1000 tweets were taken in the period 06 May to 17 May 2021. The data first went through the *preprocessing* stage before the data was assessed using the VADER algorithm. After that, the data was tested using *confusion matrix*. The results of this study show a positive sentiment of 42.2%, negative 34.2% and neutral 23.6%. The results of the data testing obtained an *accuracy* of 50.3%, a *precision* of 54.81% and a *recall* of 58.02%.

Keyword: *confusion matrix*, sentiment analysis, VADER