ABSTRACT

This research analyzes public sentiment towards the performance of the Indonesian national team coach, Shin Tae-yong, using the Bernoulli Naive Bayes (BNB) method. The dataset consists of tweets collected from the social media platform Twitter over a specific period. The preprocessing stages include the removal of irrelevant data, hyperlinks, hashtags, mentions, emojis, excessive spaces, and text normalization, which consists of case folding, tokenization, slang word, stopword removal, and stemming. The dataset labeling is done using the Lexicon InSet to classify sentiments into positive and negative categories. The Bernoulli Naive Bayes model is applied for the classification process, while the model evaluation is conducted using a Confusion Matrix, which includes accuracy, precision, recall, and f1-score. The results show that the Bernoulli Naive Bayes method can classify public sentiment with an accuracy rate of 71%. This approach can be used to analyze public opinion on specific issues on social media, particularly those related to performance in the sports field.

Keywords: Sentiment Analysis, Bernoulli Naive Bayes, Twitter, Shin Tae-yong, Confusion Matrix.