

## ABSTRACT

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SENTIMENT ANALYSIS OF THE PEOPLE'S HOUSING SAVINGS PROGRAM (TAPERA) THROUGH THE "X" SOCIAL MEDIA PLATFORM USING *NAÏVE BAYES* IMPLEMENTATION

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The People's Housing Savings Program (TAPERA) is one of the Indonesian government's policies to facilitate the public in owning a house. However, this policy has sparked various reactions from the public, reflected through social media platforms, including "X" (formerly known as Twitter). This research aims to analyze public sentiment towards the TAPERA program using the *Naïve Bayes* method, one of the machine learning techniques effective for text classification. The data used in this research was collected from the X social media platform during the period of May to June 2024, with a total of 1,479 tweets in Indonesian. The analysis process includes data preprocessing stages, sentiment labeling, and implementing the *Naïve Bayes* model to classify sentiments into positive, neutral, or negative categories. The results of the research show a model accuracy of 88%, with the highest *precision* in the positive category (97%), followed by neutral (81%) and negative (78%). This study provides insights into public perceptions of TAPERA and suggests the use of larger datasets and alternative algorithms to improve accuracy in the future.

Reference (2019-2024)