

ABSTRAK

Perkembangan teknologi informasi dan media sosial telah memberikan ruang yang luas bagi masyarakat untuk mengekspresikan opini terhadap berbagai isu sosial, termasuk isu Lesbian, Gay, Biseksual, dan *Transgender* (LGBT). Penelitian ini bertujuan untuk menganalisis sentimen masyarakat terhadap LGBT di media sosial *Twitter* dengan menggunakan metode klasifikasi *Naïve Bayes*. Data dikumpulkan melalui proses *web scraping* terhadap tweet yang mengandung kata kunci terkait LGBT dalam periode waktu tertentu. Data mentah kemudian diproses melalui tahapan *preprocessing* teks seperti pembersihan data, tokenisasi, *stopword removal*, dan *stemming*. Selanjutnya, data diklasifikasikan ke dalam tiga kategori sentimen: positif, negatif, dan netral. Metode *Naïve Bayes* dipilih karena kemampuannya dalam menangani data teks yang besar dan beragam dengan efisiensi tinggi. Hasil penelitian menunjukkan bahwa mayoritas sentimen masyarakat terhadap LGBT di *Twitter* cenderung negatif, meskipun terdapat pula proporsi sentimen positif dan netral yang signifikan. Temuan ini dapat memberikan gambaran awal bagi pembuat kebijakan, aktivis sosial, dan akademisi untuk memahami persepsi publik serta merancang pendekatan komunikasi yang lebih efektif terkait isu LGBT di Indonesia. Hasil dari penelitian menghasilkan *accuracy* sebesar 57%.

Kata Kunci: Analisis Sentimen, LGBT, *Twitter*, *Naïve Bayes*.

ABSTRACT

The development of information technology and social media has provided a wide space for people to express their opinions on various social issues, including Lesbian, Gay, Bisexual, and Transgender (LGBT) issues. This study aims to analyze public sentiment towards LGBT on Twitter social media using the Naïve Bayes classification method. Data was collected through a web scraping process on tweets containing keywords related to LGBT within a certain time period. The raw data was then processed through text preprocessing stages such as data cleaning, tokenization, stopword removal, and stemming. Furthermore, the data was classified into three sentiment categories: positive, negative, and neutral. The Naïve Bayes method was chosen because of its ability to handle large and diverse text data with high efficiency. The results of the study show that the majority of public sentiment towards LGBT on Twitter tends to be negative, although there is also a significant proportion of positive and neutral sentiment. These findings can provide an initial overview for policy makers, social activists, and academics to understand public perception and design a more effective communication approach related to LGBT issues in Indonesia. The results of the study produced an accuracy of 57%.

Keywords: Sentiment Analysis, LGBT, Twitter, Naïve Bayes.