ABSTRACT

This study uses the naive bayes method to analyze comments on Twitter about the pre-employment card program. The results will be compared with ten research journals that use similar or different methods for sentiment analysis on social media. This study found that the naïve bayes method in google collab provides 95% accuracy in classifying sentiment. This comparison shows that this method is competitive with other methods such as support vector machine (SVM), Recurrent Neural Network, and deep learning based methods.

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