

ABSTRAK

Nurul Khairunnisa, NIM 4211230015 (2025), Analisis Sentimen Masyarakat Indonesia terhadap Coretax DJP di Twitter Menggunakan Algoritma Naive Bayes

Coretax DJP merupakan sistem administrasi perpajakan terbaru yang diluncurkan oleh Direktorat Jenderal Pajak (DJP) sebagai upaya modernisasi layanan perpajakan di Indonesia. Implementasi sistem ini menimbulkan beragam tanggapan dari masyarakat, khususnya di media sosial Twitter. Penelitian ini bertujuan untuk menganalisis sentimen masyarakat Indonesia terhadap Coretax DJP serta mengevaluasi performa algoritma Naive Bayes dalam melakukan klasifikasi sentimen. Data yang digunakan berupa cuitan Twitter terkait Coretax DJP. Untuk mengatasi ketidakseimbangan data, digunakan metode *Synthetic Minority Over-sampling Technique* (SMOTE). Hasil analisis menunjukkan bahwa sentimen masyarakat Indonesia terhadap Coretax DJP didominasi oleh sentimen netral sebesar 52,9%, diikuti oleh sentimen negatif sebesar 24,7% dan sentimen positif sebesar 22,4%. Evaluasi performa algoritma Naive Bayes setelah penerapan SMOTE menghasilkan *accuracy*, *precision*, *recall*, dan *F1-score* rata-rata berbobot sebesar 77%.

Kata Kunci: *Analisis Sentimen, Coretax DJP, Twitter, Naive Bayes, SMOTE.*

ABSTRACT

Nurul Khairunnisa, NIM 4211230015 (2025), Sentiment Analysis of Indonesian Society toward Coretax DJP on Twitter Using the Naive Bayes Algorithm

Coretax DJP is the latest tax administration system launched by the Directorate General of Taxes (DJP) as part of efforts to modernize tax services in Indonesia. The implementation of this system has generated various responses from the public, particularly on social media platform Twitter. This study aims to analyze public sentiment in Indonesia toward Coretax DJP and to evaluate the performance of the Naive Bayes algorithm in sentiment classification. The dataset used consists of tweets related to Coretax DJP. To address data imbalance, the Synthetic Minority Over-sampling Technique (SMOTE) was applied. The results show that public sentiment toward Coretax DJP is dominated by neutral sentiment at 52.9%, followed by negative sentiment at 24.7% and positive sentiment at 22.4%. The evaluation of the Naive Bayes algorithm after applying SMOTE achieved weighted average accuracy, precision, recall, and F1-score of 77%.

Keywords: *Sentiment Analysis, Coretax DJP, Twitter, Naive Bayes, SMOTE.*

