

A Study of Imposition of Restrictions on Community Activities in Indonesia: Public Sentiment Analysis on Twitter Media

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Abstract

Data from various regions in Indonesia regarding COVID-19 continues to color news channels ranging from television, social media, and print media. Social media is a concern of many parties because of the attractive communication model in Social Media. Today's social media has transformed into one of the tools used by many governments in the world to improve public services. The most popular social media is Twitter. In the pandemic era, the use of Twitter in disseminating information is considered quite effective, but what is interesting is that there is a lot of public sentiment regarding the information shared by the government through its official account. This study aims to measure public sentiment in Indonesia about implementing PPKM through the official account of the Ministry of Health of the Republic of Indonesia. The qualitative research method through a descriptive approach was chosen to explain the sentiment phenomenon. The unit of analysis in this study uses NVIVO-12 Plus software with sentiment analysis tools and word three to identify how the sentiment in the Ministry of Health's account develops. The process of collecting data through the NCapture feature, followed by the coding process, data visualization, and data analysis. The results show that the sentiment in the community regarding the policy of implementing Restrictions On Community Activities (PPKM) in Indonesia is relatively high. Still, through hashtags and positive tweets, the account of the Ministry of Health of the Republic of Indonesia can suppress the negative trend towards the implementation of PPKM in Indonesia.

Keywords

Public Sentiment analysis, Qualitative Approach, Twitter media, Restrictions on Community Activities.

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