

ABSTRAK

ANALISIS SENTIMEN TENTANG RESPON MASYARAKAT TERHADAP PELAYANAN DIGITAL ADMINISTRASI PERTANAHAN (Studi: di Kantor Wilayah Badan Pertanahan Nasional Provinsi Lampung)

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Perkembangan teknologi informasi membuat media sosial menjadi sarana utama bagi Kantor Wilayah BPN Provinsi Lampung dalam menyampaikan informasi layanan pertanahan. Namun, meskipun layanan digital sudah diterapkan sejak 2019, beragam persepsi dan tanggapan masyarakat masih muncul melalui komentar di media sosial. Penelitian ini bertujuan mengetahui respon masyarakat terhadap pelayanan digital administrasi pertanahan di Kantor Wilayah BPN Provinsi Lampung melalui analisis komentar pada Instagram, Twitter dan Facebook. Metode yang digunakan ialah deskriptif kualitatif dengan analisis sentimen berbasis model *machine learning Naive Bayes* dan *Support Vector Machine (SVM)*. Hasil dari penelitian ini menunjukkan bahwa algoritma SVM memiliki performa klasifikasi yang lebih baik dibandingkan *Naive Bayes* dalam memprediksi sentimen masyarakat. Sentimen positif merupakan kategori yang paling dominan, diikuti sentimen netral dan sebagian kecil sentimen negatif, yang berarti bahwa pelayanan pertanahan berbasis digital dinilai cukup memuaskan dan berhasil meningkatkan kepercayaan masyarakat.

Kata kunci: Pelayanan Administrasi Pertanahan, Media Sosial, Analisis Sentimen, *Naive Bayes*, *Support Vector Machine*, BPN Lampung.

ABSTRACT

SENTIMENT ANALYSIS ON PUBLIC RESPONSES TOWARD DIGITAL LAND ADMINISTRATION SERVICES

**(Study: at the Regional Office of the National Land Agency of
Lampung Province)**

By

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The development of information technology has made social media a primary medium for the Regional Office of the National Land Agency (BPN) of Lampung Province in delivering information on land administration services. However, although digital services have been implemented since 2019, various public perceptions and responses continue to emerge through comments on social media. This study aims to identify public responses to digital land administration services at the Regional Office of BPN Lampung Province by analyzing comments from Instagram, Twitter, and Facebook. The method used is a qualitative descriptive approach combined with sentiment analysis based on the Naive Bayes and Support Vector Machine (SVM) machine learning models. The results of this study show that the SVM algorithm performs better than Naive Bayes in classifying public sentiment. Positive sentiment is the most dominant category, followed by neutral sentiment and a smaller portion of negative sentiment, indicating that digital land services are perceived as sufficiently satisfying and successful in increasing public trust.

Keywords: Land Administration Services, Social Media, Sentiment Analysis, Naive Bayes, Support Vector Machine, BPN Lampung.