ABSTRAK

Presiden melalui Peraturan Presiden (Perpres) Nomor 59 Tahun 2019 tentang Tujuan Pembangunan Berkelanjutan. Ada tiga hal besar yang ditargetkan dalah satunya terkait Program Prioritas Nasional sesuai dengan kewenangan desa adalah yaitu pendataan desa, pemetaan sumberdaya dan pengembangan teknologi informasi komunikasi (TIK). Untuk itu, banyak Desa berrinovasi dengan menggunakan TIK dalam kegiatan pelayanan yang ada di Desa, salah satunya adalah layanan menggunakan Sistem Informasi Desa berbasis website. Saat ini, ada banyak sekali layanan Sistem Informasi Desa, baik yang diberikan secara gratis atau dikelola secara professional oleh perusahaan tertentu. Dan dengan adanya Sistem Informasi Desa ini, menjadikan salah satu indikasi Desa masuk kedalam katogori maju atau tidak. Desa Margo Mulyo adalah salah satu Desa yang menggunakan Sistem Informasi Desa (SID)dengan platform OpenSID yaitu layanan SID yang memiliki lisensi terbatas tetapi dapat dikembangkan oleh pengguna / *Opensources*. Namun beberapa kendala dihadapi oleh Desa pengguna layanan SID ini karena beberapa factor, diantaranya kemampuan dalam penggunaan teknologi, belum siapnya sarana dan prasarana, masalah jaringan, dan lain sebagainya. Untuk itu penulis melakukan penelitian Analisis Sentimen Opini Masyarakat Terhadap Penerapan Pelayanan Digital Di Desa Margo Mulyo Menggunakan Algoritma K-Nearest Neighbor dengan menggunakan kuisioner *Google Form*. Hasil analisis menggunakan Algoritma KNN menunjukkan memperoleh akurasi sebanyak 0.743333 masyarakat desa Margo Mulyo menyatakan opini mereka dengan data diperoleh data negatif 759, positif 498, dan netral 240. persentase sentimen positif: 33.27%, persentase sentimen negatif: 50.7%, persentase sentimen netral: 16.03%.

Kata Kunci *: KNN; K-Nearest Neighbor; Data Mining, OpenSID*

ABSTRACT

President through Presidential Regulation (Perpres) Number 59 of 2019 concerning Sustainable Development Goals. There are three big things targeted, one of which is related to the National Priority Program in accordance with village authority, namely village data collection, resource mapping and development of information communication technology (ICT). For this reason, many villages are innovating by using ICT in service activities in the village, one of which is services using a website-based Village Information System. Currently, there are many Village Information System services, either provided free of charge or managed professionally by certain companies. And with the existence of this Village Information System, it is an indication that a village is in the advanced category or not. Margo Mulyo Village is one of the villages that uses the Village Information System (SID) with the OpenSID platform, namely a SID service that has a limited license but can be developed by users / Opensources. However, several obstacles are faced by villages using SID services due to several factors, including ability to use technology, unprepared facilities and infrastructure, network problems, and so on. For this reason, the author conducted research on Community Opinion Sentiment Analysis of the Implementation of Digital Services in Margo Mulyo Village Using the K-Nearest Neighbor Algorithm using the Google Form questionnaire. The results of the analysis using the KNN algorithm show an accuracy of 0.743333 The people of Margo Mulyo village expressed their opinions with data obtained as negative 759, positive 498 and neutral 240. Percentage of positive sentiment: 33.27%, percentage of negative sentiment: 50.7%, percentage of neutral sentiment: 16.03%.

Keywords *: KNN; K-Nearest Neighbor; Data Mining, OpenSID*