

Analisis Sentimen Pariwisata Di Kota Banyuwangi Menggunakan Metode Naïve Bayes (*Tourism Sentiment Analysis in Banyuwangi City Using the Naïve Bayes Method*)

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ABSTRACT

Banyuwangi is one of the cities in Indonesia that has the potential to be developed. Feedback from visitors to Banyuwangi tourism objects is needed to develop quality so that it is more optimal. This study aims to determine the performance of the Naïve Bayes algorithm in classifying based on comments from tourist visitors in Banyuwangi Regency. The data in this study were obtained from Tripadvisor. The algorithm used to analyze sentiment in this study is Naïve Bayes. Based on the research, it can be said that the Naïve Bayes algorithm can classify the sentiment classes of tourist attraction reviews contained on Trip Advisor with varying accuracy values from each tourist spot. The highest accuracy value is 96% while the lowest is 94%.

Keyword: *sentiment analysis, naïve bayes classifier, tourist attractions, tripadvisor*