

**Analisis Sentimen Pada Komentar Video Review Laptop Asus
Menggunakan Metode Naïve Bayes Classifier (*Sentiment Analysis on Asus
Laptop Video Review Comments Using the Naïve Bayes Classifier Method*)
Moh. Munih Dian Widianta as a chief counselor**

Ihya Reza Mufti
Study Program of Informatic engineering
Majoring of Information Technology
Program Studi Teknik Informatika
Jurusan Teknologi Informasi

ABSTRACT

Laptops are now an electronic device that helps human work with various features and functions in it. Laptops are used in almost all areas of human work such as in offices, schools, colleges, mines and playing video games. In Indonesia, there are many laptop brands, one of which is the ASUS laptop brand.

When they want to buy a laptop, people will often see reviews about the laptop, also see comments on the video to find out other people's opinions, opinions given to ASUS Laptops can be positive, negative and neutral. Currently, there are many YouTube channels that review ASUS laptops. Jagat Review, Gadget.in and DK ID are some of the YouTube laptop review channels that have millions of subscribers and hundreds of thousands of views and comments. Video reviews on YouTube are easier to reach than looking at laptop reviews on the website, the reason is that apart from being difficult to reach for ordinary people, they are also lazy for reading. Therefore, an analysis is needed to find out public sentiment towards Asus laptops is positive, negative, or neutral using the Naïve Bayes Classifier method.

The results show that the evaluation of the system made for classifying public sentiment on Asus laptops on YouTube is based on the algorithm used in this study, namely the Naïve Bayes Classifier with training data distribution and 80%: 20% data testing, obtaining an accuracy of 62.1%.

Keyword : sentiment analysis, ASUS, YouTube, Naïve Bayes