

Analisis Sentimen Komentar Youtube terhadap *Review Smartphone*
Menggunakan Metode *Multinomial Naïve Bayes Sentiment Analysis Youtube*
Comments about Smartphone Review Using Multinomial Naïve bayes Method

Pembimbing (1 orang)

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ABSTRACT

Youtube is a very popular video sharing site where the users can make, watch and sharing a video clip and even promote a product. As one of the most used video sharing media there is a lot of people that used this platform as a reference to see some product wheter that product is good or not. So that's why in this research a system will be created that is expected to determine the amount of positive feedback that reviewed in a video. This research used 1000 data with a 20% as a testing data and an 80% as a training data. From the amount of existing data, a classification process was carried out using multinomial naïve bayes method. Based on the result of the research tha has been done , the result were obtaide with an accuracy of 82,5% a precision of 81,56% and a recall of 81,04%. These result can help someone see wheter the product being reviewed is suitable fo use or not.

Keywords : *Naïve bayes, Classification, Youtube.*