

***Sentiment Analysis of Visitor Reviews at Tirta Agung Tourism Village Using
the Naive Bayes Classifier Method***

Supervised by Prawidya Destarianto, S.Kom, M.T

Mohammad Rizaldi

Study Program of Informatic Engineering

Majoring of Information Technology

ABSTRACT

This study aims to analyze the sentiment of visitors to Tirta Agung Tourism Village using the Naive Bayes classification method. In today's digital era, visitor Reviews on online platforms are an important source of information in assessing the quality and satisfaction of travel experiences. The Naive Bayes Classifier method was chosen as a sentiment analysis tool because of its effectiveness in classifying texts based on probability and interrelation between words. Tirta Agung Tourism Village visitor Review data is taken from an online platform that covers various aspects, such as service, cleanliness, facilities, and natural beauty. The sentiment analysis process involves the pre-processing of data, training of Naive Bayes models, and evaluation of classification results. This analysis resulted in an accuracy value of 82.08%, precision of 84.72%, Recall of 82.08%, and also f1 – score of 83.04% with a share of training and test data of 85% and 15%. This algorithm has a fair classification level or diagnostic value of medium or quite good. The results of the study are expected to provide deep insight into visitors' perceptions and sentiments towards Tirta Agung Tourism Village. This information can be the basis for related parties in improving service quality and improving aspects that are considered less positive by visitors.

Key words: *Sentiment Analysis, Review, Naive Bayes, Tourism, Google Maps.*