

***Sentiment Analysis of Customer Reviews of UMKM Seblak Preanger
in Jember Regency***

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ABSTRACT

This research aims to analyze the sentiment of visitor reviews of Seblak Preanger Micro, Small and Medium Enterprises (UMKM) using the Naive Bayes classification method. Visitor reviews are taken from the Google Maps platform as a data source for evaluating customer responses to UMKM Seblak Preanger products and services. The Naive Bayes Classifier method was chosen as a sentiment analysis tool because this method tends to be effective on datasets with a high number of features. This makes it suitable for applications where the number of attributes (features) in the data is very large, such as in text analysis or document classification. The sentiment analysis process involves a data pre-processing stage, where reviews are extracted and converted into a processable format. Next, the Naive Bayes Classifier model is trained using training data which covers 80% of the total data, and tested with test data which covers the remaining 20%. Evaluation is carried out by checking Accuracy, Precision, Recall, and f1-score as model performance metrics. The research results show that the Naive Bayes Classifier method can produce an Accuracy value of 89.09%, Precision of 89%, Recall of 89%, and f1-score of 89%. The division of training and test data by 80% and 20% makes a positive contribution to the model's performance in classifying visitor sentiment.

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