

***UTILIZATION OF SOCIAL MEDIA ANALYTICS ON INSTAGRAM TO
IMPROVE MARKETING EFFECTIVENESS USING THE NAÏVE BAYES
METHOD.***

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ABSTRACT

Currently, Instagram is not only a means of communication and information, but has hit several sectors, especially marketing. One of the marketing that often occurs on Instagram is sales, advertising, branding and services. To support marketing activities, it needs to be done not only through conventional or old methods, but also using social media to better reach all desired consumers. This research aims to find a focus on the use of Social Media Analytics tools on Instagram as an entry media, increasing marketing effectiveness. This research is descriptive qualitative in nature using purposive sampling techniques. The Social Media Analytics that Instagram applies to help business profile users is by providing an Insight feature where there are three functions, namely activity, audience and content which is provided in the form of data visualization. Utilizing the insight feature on Instagram has an important role in helping business users increase the effectiveness of marketing their products and services (kedai mie.gacorku). The results of accuracy, precision, recall, and F1-score are as follows: 84.62%, 87.18%, 84.62%, dan 81.47%.

Keywords: *sentiment analysis, Naïve Bayes, noodle shop. gacor, Instagram*