

## ABSTRACT

*Sentiment analysis or opinion mining is an analysis that aims to see public sentiment or group about a particular entity. The sentiment expressed in the form of society could be positive or negative. Positive is when someone expressed on an object or a subject (product, services, organizations, individuals, and specific topic) which is good or beneficial and negative is when someone feel the opposite. This research conducted to classify public sentiment on brand of Smartfren. Smartfren is one of the mobile telecommunications operator in Indonesia that still persist with the type of communications network of CDMA (Code Division Multiple Access). Public perceptions of the brand Smartfren, contained in a sentiment, either positive or negative. With the development of information technology, public opinion or sentiment was widely shared through social media. Social media is often a source of data by researchers for analysis. Kaskus is social media that often used by the Indonesian. Kaskus also have a forum for users to discuss the matter. Forum also become a place for conveying information and user opinion to the readers Kaskus.*

*The purpose of this study was to determine public sentiment towards brand Smartfren using Naive Bayes classifier in comments on Kaskus Forum. To know what words that often appear on brand Smartfren in the comments on Kaskus Forum.*

*This study takes the user comments on the brand Smartfren in Kaskus forum. Classifying comment either positive or negative using the Naive Bayes classifier. Visualizing the words using a word cloud. The results of the study will show that the sentiment of many in the form of positive or negative and will indicate what words are dominant.*

*From the test results for cases in this study found that NBC can be implemented with a value of 98.40% accuracy. Test data from the 6338, 4049 successfully classified into positive sentiment and the 3233 data is negative grudges. Most commented in January that as many as 1472 data. From wordcloud process, it can be concluded that the words in a user comment which dominated from the analysis Smartfren brand sentiment, the positive grudges, among others smartfren, package, true unlimited, speed, smooth and toned and negative grudges, among other packages, smartfren, buy, true unlimited, slow, problems and disorders.*

*Keywords : sentiment analysis; smartfren; word cloud; naive bayes classifier.*