

## **Abstract**

**Marketing strategies such as online shops or commonly called e-commerce, emerged as technology developed. The large number of e-commerce users, of course will make it difficult for companies to understand the desires of their users. By knowing user sentiment, the company can find out whether the system used is good for users or not. Therefore, an analysis of user sentiments is needed so that the company can maintain its users. To get sentiment data, Twitter is used, because Twitter has millions of users in Indonesia. The data is divided into three classes: positive, negative, and neutral. The research began by collecting data in the form of Tweets from Twitter. Then preprocessing consists of: Case Folding, Tokenization, Stopwording, and Stemming. Weighting data using TF-IDF, classification using the Naïve Bayes Classifier method. The results showed the highest average performance obtained by the classification using the Naïve Bayes method and weighting TF-IDF on the 10% test data, get 66.64% accuracy, 68.44% recall, and Precision 67.13%. The Naïve Bayes method requires resources that are not small and time-consuming for a lot of data.**

**Keywords: sentiment analysis, twitter, naïve bayes, e-commerce**

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