

## **ABSTRACT**

# **COMMUNITY SENTIMENT ANALYSIS OF BEAUTY E-COMMERCE IN SOCIAL MEDIA TWITTER USING THE NAIVE BAYES CLASSIFIER (NBC) METHOD (Case Study *Sociolla, Sephora, and Watsons ID*)**

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*Twitter* is an example of social media that people use to interact with each other. *Twitter* also provides services for its users to read and send *tweets* that have been shared, so that people prefer to express their opinions through social media rather than convey them in person. Public opinion given on social media *twitter* is in the form of a perception, be it positive, negative or neutral sentences. The large number of public opinions can be used as research material to obtain information. Utilization of information requires proper analytical techniques so that the information generated can help many parties make a decision. The use of techniques in processing data can be solved with sentiment analysis techniques. Therefore, in this study, we try to analyze sentiment on *Beauty E-Commerce* to see people's perceptions of *online shopping* services, on *Twitter* social media using the *Naïve Bayes Classifier* method by classifying sentiments into positive, negative and neutral. The *Naïve Bayes Classifier* method can function as an overall determinant of the results of tweeting data on *Twitter (crawling)* on the desired topic, in this study the data topic used is from *Beauty E-Commerce* on *Sociolla, Sephora, Watsons Id* social media as classification of results. overall against three categories, namely positive, negative and neutral. So that the *Naïve Bayes Classifier (NBC)* method is very suitable for providing accurate results for sentiment analysis. In this study, the results obtained an accuracy value of 86.03%.

**Keywords :** *Beauty E-Commerce; Social Media, Twitter, Sociolla, Sephora dan Watsons ID.*