

1. Introduction

The film industry is one of the industries that is increasing every year [1]. This development goes hand in hand with the development of the internet, which creates new platforms such as Netflix, Disney+, Amazon Prime Video, etc. That makes searching and watching movies on the internet more accessible. With this convenience, people need to know whether the movie is good or not good through a review. A large number of reviews on the internet makes it difficult to find review information that meets the needs of the public [2]. If the review data is processed correctly, good quality information will be obtained. One of the ways to process the data is by using sentiment analysis.

Sentiment Analysis is a one of technique in machine learning that can analyze opinions, sentiments, research, and emotions of people about entities such as products, services, organizations, problems, events, topics, and other attributes[3]. The data that has been collected is then processed using sentiment analysis and then categorized into positive and negative classes. The positive sentiment class indicates that the film is good. Meanwhile, the negative sentiment class indicates the film is not good.

There are several method that can be used for sentiment analysis. In this research, the author uses Word2Vec to map the words in a sentence into a vector form. Paper[4] states that Word2Vec has the advantage of obtaining better accuracy and produces an accuracy of 72\%. In this reseach, the classification method used is the Naive Bayes. This method is chosen because it can be used to analyze sentiment from the results of movie reviews. Furthermore, this method is easy and also fast to implement and has a high level of effectiveness[5].

Based on the explanation above, a model is built to determine the sentiment analysis of movie review using the Naive Bayes as a classifier with Word2Vec. The model is evaluated to get performance results such as accuracy. The purpose of this research is also to compare the effect of the feature extraction Word2Vec on the model.