ABSTRACT

Sentimen analysis is conducted to obtain opinions or public perceptions on a particular subject. In this research, the researcher utilized the Naive Bayes method to analyze sentimen data related to culinary experiences in the city of Bandung. The objective is to assist the government in understanding the culinary reputation and recommending it to tourists visiting Bandung. The data used in this study consists of comments regarding Bandung's culinary scene found on the YouTube channel of Tanboykun. YouTube was chosen as the social media platform for data collection because it is commonly used by the public for sharing information, especially culinary recommendations. In this research, to support the Naive Bayes algorithm, several preprocessing steps were performed before the classification stage. These steps included case folding, tokenization, stopword removal, and TF-IDF (Term Frequency-Inverse Document Frequency) transformation. After optimization using K-Fold cross-validation, it was observed that the K-Fold results were not as good as the standalone Naive Bayes model, as the accuracy obtained was lower than that of the Naive Bayes model itself. The results obtained from the Naive Bayes model, using the first dataset partition with a 70% training data and 30% testing data ratio, yielded an accuracy of 89.74%. The average classification report for the first dataset showed a precision of 95%, recall of 56%, and an F1-score of 57%.

Keywords - Naive Bayes, Data Sentimen Analysis, K Fold, TF IDF, culinary Bandung classification, YouTube