Abstract

Social media is one of the products of technological development that has a big contribution in making it easy for humans to communicate and socialize. One example is Facebook, a platform where users can easily share information, messages, pictures, videos or website links. Credibility is quality, capability, or strength to generate trust. Credibility or truth in social media is an important part because information can spread quickly online. Many users share false news and misinformation without thinking about the credibility of the information shared. So classification is needed in some news on Facebook so that it can be known whether the news is credible or not. In this study, the classification will use the Naive Bayes algorithm. Meanwhile, the weighting of each data to obtain similar data is done using Analytical Hierarchy Process (AHP) which is one method to help formulate a priority from various choices by using several criteria (multi criteria).