Abstract

YouTube is one of the social media that provides and channels information and becomes entertainment in the community. Some people who watch videos on a YouTube channel will express their opinions through the comments column provided. The opinion can be used as a sentiment analysis that is considered to be able to complete the YouTube channel assessment in terms of quality whether positive or negative. Based on this idea, the Naïve Bayes method was chosen because it has the most rapid and simple advantages. The results showed that the accuracy and f- measure obtained in sentiment classification by the Naïve Bayes method were 96.29% and 95.74%.