

ABSTRACT

This customer report classification application is an application that is used to help the process of classification of customer complaints reports or users of Telkom University information system services delivered via Facebook social media. The classification of report data aims to sort report data in accordance with Ditsisfo services and set aside report data that is not included in Ditsisfo services, both Faculty services and other Units. This application is supported by the Naive Bayes algorithm that can classify customer report data with large amounts quickly and accurately, with data that has been classified, it is expected that the process of handling problems or complaints can be resolved quickly. At present the process of classification of report data in Ditsisfo is still done manually, it certainly can lead to misclassification of data because the classification of report data is still limited by the knowledge of each staff member.

Keywords: Naive Bayes, Information System, Facebook