Abstract

Twitter is one of the Social Media that is used to channel opinions and discuss various problems that are around. One problem that is widely discussed is the Online Store which is one of the newest systems in shopping. Online stores are widely used by consumers because they are easy and fast in the transaction process. In 2017, Tokopedia and Lazada became one of the Online Shop sites that were frequently visited and made many transactions. Sentiment analysis is a way to compare the opinions of many people. This study aims to determine the sentiments that occur in every comment about Tokopedia and Lazada on Twitter social media. The sentiment used will be divided into 2 classes, namely positive and negative and using the Naïve Bayes Classifier as the algorithm. The results of the study obtained 75.26% accuracy for Lazada and 83.97% for Tokopedia.

Keywords: *Sentiment Analysis, Naïve Bayes Classifier, Tokopedia, Lazada*