ABSTRACT

Shopping online is a solution for people who don't have a lot of time and energy to visit the spending center. The various advantages of buying and selling online are not only accepted by buyers but are also accepted by sellers who trade online because they support prospective buyers more broadly and they don't need to pay for building or buying a place as a physical store. However, it cannot be denied because buying online also has shortcomings such as products that are not in accordance with the order. Rubylicious is an online store that currently sells through Shopee. This research was conducted to categorize and analyze customer views on products using Rubylicious product review data taken from the comments column in the Shopee application. The large amount of review data makes the analysis process difficult and less effective. To overcome these problems, the sentiment analysis method for goods is used using the Naive Bayes Classifier (NBC) algorithm. The results of the analysis are positive, negative and neutral sentiments. From the results of sentiment analysis using NBC obtained an accuracy value of 82.39%, precision 91.3%, recall 51% and f1-measure 51.6%. The results of sentiment analysis are then visualized using WordCloud to see the words that most often appear on each sentiment. From the results of this study, positive sentiments can be made as a reference to maintain service quality which also includes product sales and negative sentiment results can be used as evaluation material in improving services that involve product sales at Rubylicious online stores.

Keywords*: Online shop, review, sentiment analysis, Naive Bayes.*