

ABSTRACT

COMMUNITY SENTIMENT ANALYSIS OF ONLINE TRAVEL AGENCY (OTA) ON TWITTER SOCIAL MEDIA USING NAÏVE BAYES CLASSIFIER (NBC) METHOD (Case study: Traveloka, Tiket.com, and Pegipegi)

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At this time social media is popular among the people to be used as a communication media. One example of social media that is widely used by the public today is Twitter. By using Twitter, people get a variety of information and the public can also express their impressions and opinions. Opinions expressed can be positive, neutral or negative. From the information and opinions there are data that can be processed into sentiment analysis. This study aims to make a public sentiment analysis in the form of positive, neutral or negative sentiments with the method used is Naïve Bayes Classifier (NBC) by taking data Online Travel Agency (OTA) covering Traveloka, Tiket.com, and Pegipegi. In this research the process is carried out by collecting data by crawling data, after that the text preprocessing, separating the testing data and training data and doing classification with the Naive Bayes algorithm. This research uses a process that automatically starts from the process of collecting data until the process of getting sentiment results. In this research, the accuracy value was 79.5%.

Keywords: *Twitter, Naïve Bayes Classifier (NBC), Online Travel Agency*

