

A movie can be said to have success or failure depending on the reviews it gets. Nowadays, the amount of movies streaming viewers increases and indirectly increases the reviews of the movies. Therefore, this study aims to build a good sentiment analysis model for classifying movie reviews to give positive and negative labels. The classification method used is Hybrid which combines the SVM algorithm because it can be used for high dimensional space, Naïve Bayes which is able to process large amounts of data with high accuracy, and Decision Tree because it is able to consider all possibilities to lead to a conclusion. The three methods are combined using the ensemble voting method. Based on the evaluation results, it was found that the accuracy obtained was 0.8192 and the F1-score was 0.78. The results of this study indicate that the Hybrid classification algorithm can assist in classifying film reviews.

Keywords: Hybrid, SVM, Naïve Bayes, Decision Tree, Sentiment Analysis, Movie

