ABSTRACT

Nowadays YouTube is one of the most popular social media. Youtube is a social media that can be used to send, view and share videos. YouTube users who watch YouTube videos can share their opinions through the comments field on YouTube. Comments submitted can be used as an analysis on the YouTube video. From this analysis can be used as a benchmark against videos made to get feedback from viewers, positive or negative. To solve the problem of classification of comments of YouTube users, a comment analysis system based on YouTube filters was designed with a naïve bayes algorithm. YouTube's comment analysis system will result in classification of YouTube user comments in both positive and negative categories. This system is expected to be an evaluation tool for content creators to improve the quality of their YouTube channel. From the model that has been created using a dataset consists of 1702 comments with 848 positive data and 854 negative data, we obtain an accuracy of 90.60% with the ratio of testing data and training data is 30:70.

Keywords*: Sentiment Analysis, Text Classification, Naïve Bayes*