

ABSTRACT

Bandung is one of the most popular cities visited by tourists. Bandung is famous for its many places for shopping, culinary, history and culture. Every year, the city of Bandung is visited by many tourists, which makes the hotel one of the most sought-after places for tourist attraction. Generally, tourists search for hotels through websites and e-commerce sites.

In finding a comfortable place to stay by tourists, it can be done based on the rating that appears or from hotel reviews on existing websites or e-commerce. Hotel reviews are a collection of comments from service users who have occupied the hotel. Hotel reviews are widely used for tourists to find out whether the conditions of the hotel to be booked or occupied are as desired. A method is needed to classify positive and negative comments on websites and e-commerce sites so that tourists can assess the condition of the hotel to be ordered. In this final project, the naïve Bayes method is used to classify positive and negative comments.

Naïve Bayes is a method that uses statistical classifications that can predict the class of a probability. The simple Bayes classification is better known as the Naïve Bayesian Classifier. In this final project, the classification of comments will be useful for tourists or orderers, where with the classification of comments from existing e-commerce sites the tourists will know more about the state of the hotel to be ordered. After the creation of this book and system, this system can be used as a tool for classifying emotions based on hotel reviews in Indonesian with an accuracy of 96.67%.

Keywords: Text Mining, Hotel Reviews, Naïve Bayes