Abstract

The increasing number of gamers has made the demand for Graphics Processing Unit (GPU) products such as Nvidia RTX increase rapidly. Many users submit their reviews or responses on social media Twitter in the form of *tweet*s. These *Tweet*s can be analyzed to determine the quality of a product. But most of the *tweet*s talk about the product as a whole ignoring the category aspects of the product, making it difficult for both users and companies to pinpoint which aspects need attention. In this study, *sentiment analysis* based on *multi-aspect*s was carried out on *tweet*s on Nvidia RTX products based on 3 aspects of the product, namely: performance, price and availability. The classification method used is a variant of the Naive Bayes Classifier which is then compared with Word2Vec and GloVe feature extraction. In this study, two scenarios were carried out, the scenario using GloVe feature extraction gave the best results compared to other scenarios with an accuracy of 60.71% in the price aspect and used the Gaussian Naive Bayes variant.

Keyword : naive bayes classifier, Word2Vec, GloVe, *confusion matrix*, *multi-aspect sentiment analysis*