

ABSTRACT

Information technology continues to experience development in today's digital era. Its many features can be used by the community as needed. One of the supports for the use of information technology is a smartphone. One of the well-known and widely used smartphone brands, namely, the iPhone. iPhone sales have fluctuated from year to year, but in 2021 sales have increased significantly. With the good quality offered by the iPhone, the selling price of the iPhone is higher than other smartphones. The public's view of iPhone users is that they have middle and upper economic status. Therefore, most people who still want to have an iPhone at a lower cost choose to buy a used iPhone. Naive Bayes classification is a classification technique based on Bayes' Theorem with the assumption of predictor independence. In this study using quantitative methods. The data collection period for this study was conducted on 7 December 2022 – 7 January 2023. The population in this study totaled 1328 data that was crawled using PyCharm with the keywords used iPhone and second iPhone. The purpose of this study was created and adjusted based on the formulation of the problem, namely to find out how Twitter users feel about used iPhones, the performance of Naïve Bayes on sentiment analysis of used iPhones on Twitter social media, consumer perceptions based on the sentiment analysis that has been done. This research resulted in positive consumer perceptions with 64.8% positive sentiment, 25.1% neutral sentiment and 10.1% negative sentiment. The Naïve Bayes performance results have a precision value of 66%, a recall value of 62%, an accuracy value of 62% and an F1-Score value of 63%.

Keywords: Used iPhone, Naïve Bayes, Consumer Perception, Sentiment Analysis