

## **ABSTRACT**

*Object tour is place or interesting location interest traveler for visit and enjoy. Object tour be one element important for develop potency something area as well as increase income economy through tourism. Moment this is social media lots utilized for can interact one each other as well express self. Almost all social media provide feature convenient comments everyone is free express emotions, opinions even blasphemy. So that no amazed if social media also can utilized for know opinion public general. Like as well as on social media Google My Business provides facility for can give comments, opinions, even share picture related something place. Besides In addition, Google My Business also provides facility rating that gives information about something place, whether get good judgment or bad from visitor. Reviews left by visitors can grouped become review positive, neutral or negative, for know matter the can use analysis sentiment.*

*Sentiment analysis is a process for analyzing judgments, sentiments, views, behaviors and emotions of a person related to certain products, services, organizations, objects, activities and so on. Sentiment analysis processes information that has not been systematically made systematic and easy to understand. Study this use analysis sentiment with two dimensional approach that is dimensions place and time. Dimensions place covers something province that is Province East Java, Central Java, West Java, Banten and DKI Jakarta, meanwhile that for dimensions time in unit month that is month January, February and March in 2023. Approach this can also be called as analysis useful multidimensional sentiment for displays object visually based resemblance possessed and give understanding about closeness that exists between object.*

*Do analysis sentiment will more easy done with help something method. So that study this do analysis multidimensional sentiment with method algorithm Naïve Bayes Classifier. Method this do calculation probability with method classification, besides that method this too can do prediction future opportunities with based on experience in the past. In do analysis sentiment use method, necessary do data labeling. So that study this use something libraries that can carry out the labeling process in a manner automatic. Datasets will done labeling*

*with using two python libraries for processing Natural Language Processing (NLP) that is labeling transformers and textblob as well as done comparison between ratios 70:30, 80:20 and 90:10.*

*Comparison this show that Algorithm Naïve Bayes Classifier with labeling transformers at a ratio of 80:20 (80% training data and 20% testing data) produce highest accuracy as big 80%. Besides that, results sentiment also shows that public general tend own opinion positive. On class with a positive label own average value of 89.33%. Class with a neutral label has an average of 33.33% meanwhile class with negative labels get average value of 64%. The average value is obtained from mark precision, recall and f1-score. For can evaluate model performance as well know more detailed results comparison from classification performed by the system (prediction) with results actual classification, research this use table Confusion Matrix.*

*Besides that is, research this also does data visualization with which Power BI to use is one Business Intelligence software for develop and process data in more detail with help graphs, charts, tables and more.*

***Keyword – Analysis sentiment, Analysis Multidimensional Sentiment, Naïve Bayes Classifier, Transformers, Textblob , Confusion Matrix , Power BI.***