Abstract
Anime is one form of entertainment that can be easily accessed with the internet. Business people in this industry need to know audience satisfaction, one of which is by using reviews to be used as a measuring tool in investing in an anime title. Reviews given by the audience are sometimes very difficult to distinguish whether they are positive or negative. Sentiment analysis is a method that can make it easier for users to understand existing sentiments, especially in anime reviews. In this study, sentiment analysis was carried out on anime reviews which will be classified into two sentiments, namely positive sentiment and negative sentiment. Word2Vec as a feature extracting method and Naive Bayes as a data classifying method will be used in this study. The system created has the best results with an f1-score of 73.19%.

Keywords: Anime Review, Sentiment Analysis, Word2Vec, Naïve Bayes