

## ABSTRACT

### SENTIMENT ANALYSIS ON REVIEWS OF KEMAMBANG MAS PARK TOURIST ATTRACTION IN PURWOKERTO USING NAIVE BAYES ALGORITHM

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*Purwokerto is one of the cities that offers natural beauty and tourist destinations located in Banyumas Regency, Central Java Province. Taman Mas Kemambang Tourism Park, located in Purwokerto's soul, is one of the most well-known attractions. The topic raised in this research is to discuss visitor reviews on Google Maps Review related to Taman Mas Kemambang tourist attraction. The pressing nature of the current study comes in the importance of knowing visitor perspectives and satisfaction with Taman Mas Kemambang tourist attraction, whose makes up one of the top points of interest in Purwokerto. There are a large number of visitor reviews, in-depth analysis is needed to classify reviews into positive, negative, and neutral groups using the Naïve Bayes algorithm. This study searches for an evaluation visitor criticism to Taman Mas Kemambang tourist attraction. Data is accumulated periodically by crawling the web using the Google Chrome plugin, namely Instant Data Scrapper and then the data is processed using Google Colab tools. The results of web scrapping obtained a total of 3950 review data. The tests demonstrate that the Naïve Bayes algorithm produces an Accuracy value of 73%, Precision 69%, Recall 67%, F1-Score 68%. This model could be an advantageous instrument towards tourist attraction management to understand and evaluate the facilities, services provided. And formulate a more effective marketing strategy*

**Keywords :** *Sentiment Analysis, Google Colab, Google Maps, Naive Bayes*