

ABSTRACT

Hotel Keprabon, as one of the non-star hotels in Surakarta, faces challenges in understanding customer perceptions of their service quality. The large number of customer reviews scattered across digital platforms makes it difficult to conduct manual analysis. This system is designed to receive input in the form of customer review data and generate output in the form of positive or negative sentiment classification. This topic is important because customer reviews on platforms like Traveloka and Tiket.com significantly influence the image and decisions of potential customers. Currently, Hotel Keprabon does not have a structured system for automatically processing customer opinions, so an efficient approach is needed to extract insights from unstructured data. The developed solution is a sentiment analysis system based on classification. Review data is collected from digital platforms, then processed through cleaning, normalization, and conversion into a structured format. Sentiment is determined using a classification approach based on a statistical model, trained on balanced data and weighted words. This system is built using a simple yet effective machine learning approach for Indonesian text. The system successfully classifies reviews with an accuracy rate of 87%. The main contribution of this research is an automated system that can help hotel managers evaluate services based on customer opinions efficiently and objectively.

Keyword: *sentiment analysis, reviews, naïve bayes, TF-IDF, hotel, SMOTE*