

Abstract

There is a lot of incoming and outgoing SMS traffic from Content Provider server to telecommunication operator. Every month it can reach million SMS. But not every SMS can be processed normally, because of wrong SMS keyword that sent by user. So SMS reply that user accept is not accurate.

In gaining better service to user as good as possible, a lot of data SMS can be learned by understanding the SMS pattern. Incoming SMS is given with category, SMS reply is expected with user want. By giving appropriate SMS reply, it is expected can gain user registration. The SMS category is unregistration, registration, and other.

This final project is using Naïve Bayes method and implemented with web based using PHP as programming language and MySQL as database management. This system is applied at content provider server. After implementation of classification system, unrecognized SMS has derivation up to 50%. Accuration can reach 95,77% and word spread for unregistration category is unreg, reg, un, off, stop, of, berhenti, batal, unrek, unsub, ureg, undreg, unrec, unreq, anreg, unreg, and jangan, while for registration category is reg, ketik, kirim, sms, rec, rek, mau, regit, sepasi, info, apa, pulsa, ada, no, and on.

Keywords: content provider, SMS, Naïve Bayes, server.