

Abstract

Brand Monitoring on Microblogging like twitter is one way that can be used to determine public opinion against the goods or services supplied by the company. Brand monitoring can be done by looking at the positive and negative opinions given by the society. Problems classification opinion into positive and negative opinions can be solved by using a Naive Bayes classifier algorithm Multinomnal.

Naive bayes Classifier is one example of classification algorithms. By combining feature selection Mutual Information, this algorithm is expected to produce a good accuracy. There are two processes in Naive bayes Classifier happened, they are the process of training and testing. The process of training is applied to some of the data samples, from the training, a probabiltiy model can be defined, which is later, the model will be used by the data on the test.

In this final threshold value comparison on the comparison method by using Mutual Information and without the use of Mutual Information. And showed that the method using the Mutual Information has better accuracy with value 84,5%.

Keywords: brand monitoring, feature selection, mutual information, naive bayes, classification, opinions.