

# **IMPLEMENTATION OF THE NAÏVE BAYES CLASSIFIER METHOD FOR ANALYZING STUDENT OPINION SENTIMENT TOWARDS THE UNIVERSITY OF TECHNOLOGY YOGYAKARTA STUDENT PORTAL APPLICATION**

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## **ABSTRACT**

*University Of Technology Yogyakarta (UTY) has developed the University Of Technology Yogyakarta Student Portal Application since 2020. This application is used to improve the services provided to students to support their academic activities. The University Of Technology Yogyakarta Student Portal application is a system designed to manage data related to education, such as student data, lecturer data and other data. This Student Portal application has many comments from its users, University Of Technology Yogyakarta students. Seeing this problem, researchers conducted research using the Naive Bayes Classifier method to analyze student opinion sentiment on the University Of Technology Yogyakarta Student Portal Application. The Python programming language is the programming language used in this research. Based on the results of the research conducted, the training process has an accuracy of 93%, and testing accuracy of around 65.2%, with a distribution of training and testing data of 70% and 30% from 150 opinion text data. This model creation experienced overfitting, because the resulting testing accuracy was much smaller than the training accuracy.*

*Keywords: Naïve Bayes Classifier, Sentiment Analysis, UTY Student Portal, Classification*