

SENTIMENT ANALYSIS OF SHOPEE E-COMMERCE PRODUCT REVIEWS USING MOBILE-BASED NAÏVE BAYES CLASSIFIER METHOD

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ABSTRACT

Product reviews significantly influence producers and consumers, as they serve as a valuable source of information regarding product quality. Manually processing large volumes of data for each product on Shopee—an online shopping platform—can be time-consuming and inefficient. Therefore, a sentiment analysis system is essential for extracting key information and objectively assessing product quality while handling extensive text data. The sentiment analysis process consists of several stages: crawling, preprocessing, word weighting, and sentiment classification. The objective of this study is to evaluate the sentiment analysis of customer reviews on Shopee using the Naïve Bayes method, which will classify sentiments as positive, negative, or neutral based on customers' experiences with products and services. Consequently, customers can utilize e-commerce reviews as a basis for their purchasing decisions by determining whether they are favorable or unfavorable.

Keywords: Sentiment Analysis, e-commerce, Naïve Bayes, Review, Shopee

