SENTIMEN ANALYSIS DENGAN ALGORITMA NAÏVE BAYES TERHADAP WISATA MALIOBORO DARI TWITTER

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ABSTRACT

Malioboro is a tourism sector area in Yogyakarta. In the development of Malioboro tourism, various public opinions have positive and negative sentiments on Twitter. Public opinion can be used as a parameter for the government to build or repair facilities in Malioboro. The purpose of this research is to determine the tendency of public opinion about Malioboro. The method of collecting data via Twitter will make it easier for the government to follow up on problems without making a questionnaire. Several stages were carried out in this research: crawling Twitter data, preprocessing, and making a classification system for the naïve Bayes classifier. The method of word weighting used is Term Frequency (TF) and Frequency-Inverse Document Frequency (IDF). As a result, this research can be obtained graphs indicating sentiment towards Malioboro tourism and the issues.

Keywords: Naïve Bayes Classifier, Tourism, Malioboro, Term Frequency, Frequency-Inverse Document Frequency