ABSTRACT

The IMDB (Internet Movie Database) website is a website that is used to provide or view various information about millions of films that have been shown, which is used to view reviews, ratings, cast and crew of the film. New users usually like to see reviews of other users before deciding what movie they will watch, but the more and bigger the reviews given, the greater the impact of these assessments on the decisions of new users, so that if new users are not able to interpret the meaning of the reviews given it will cause an error in conveying meaning or meaning, so to overcome this, sentiment analysis is carried out. The research conducted this time aims to analyze sentiment analysis on movie reviews given by IMDB website users, using text pre-processing through the stages of handling duplicates, case folding, cleaning, stopword removal, stemming and the Naïve Bayes algorithm which has a type, namely Naïve Bayes Multinomial. The results obtained from the implementation of the Naïve Bayes Multinomial algorithm on the IMDB movie review dataset can provide a classification accuracy value for sentiment analysis with an accuracy value of 88.93%, a precision value of 89.07%, a recall value of 89.14% and an F1-Score value of 89.11%, with a training comparison. and testing 70:30. The results of the classification carried out resulted in 6710 data labeled positive and 6469 labeled negative, this result shows that most IMDB users comment positively on the films they watch.

Keyword: *Naïve Bayes, IMDb, Sentiment Analysis, Text Preprocessing*