

## ABSTRACT

The rapid advancement of technology and social media is undeniable. Especially on the social media platform Instagram, it is evident that presidents, ministers, celebrities, and ordinary people utilize this platform. Within it, users can share images, videos, messages, and even tag locations. There is a comment section under a post on Instagram that contains various types of comments, both positive and negative. Positive and negative sentiments are used to evaluate the appeal of tourist attractions to the public.

The current progress in machine learning enables the automatic classification of comments into positive and negative categories. The algorithm to be employed is Naïve Bayes, a classifier algorithm that utilizes simple probabilities. The functioning of this application involves inputting comments. Subsequently, the comments will be categorized using the Naive Bayes algorithm, and the outcome of this process will indicate whether the sentiment is positive or negative.

The aim of this research is to ascertain the percentage of comments provided about tourist attractions in two categories: positive and negative. The system's model is developed using the best ratio of training and testing data, with an 80% to 20% split. Testing the system with this model yields a precision value of 87.72%, a recall value of 89.27%, an f1-score of 87.60%, and an accuracy of 87.72%. Hence, it is expected that the results of this classification can serve as a reference for the public when deciding to visit tourist destinations.

**Keyword:** Instagram, Sentiment comments, *Naïve Bayes*