

ABSTRACT

Restrictions on visitors at food outlets lead people to order food and drinks from home, improving the brand's popularity. As a result, there are numerous competing brands, particularly fast food brands. Richeese Factory is an Indonesian fast food restaurant that serves spicy food with cheese sauce. It is the only food brand that competes with overseas brands, but these brands still appear less valuable. It is possible to increase public interest in the Richeese Factory brand by using sentiment analysis and aspects of the 4P marketing mix theory obtained from customer reviews on Twitter. Systematic completion in databases using Knowledge Discovery: the first phase is data selection, at which point the researcher determines the keywords for data retrieval from Twitter, which is then retrieved by crawling data. The subsequent phase is data mining. At this point, the data will be separated into data train and data test. A weight assessment using TF-IDF is performed on the two data sets, followed by Learning and Classification using Naïve Bayes. The data is processed after classification to generate a classification report. The results of implementing the Naive Bayes Algorithm show that the variations between Max Features and Test Size influence the accuracy results significantly. Gaussian and Multinomial Naïve Bayes Algorithms have higher accuracy results than Bernoulli Naïve Bayes Algorithms, with the Multinomial Naive Bayes Algorithm bringing the highest accuracy of 84%. If the maximum feature value is greater, then the accuracy level of the Naïve Bayes Algorithm implementation is also greater.

Keyword—Sentiment Analysis, Richeese Factory, Sentiment Analysis, Marketing Mix, Naïve Bayes