

ABSTRACT

Culinary Tourism is always discussed by many people in social media, such as Facebook, Path, Instagram and Twitter. In Twitter, many kind of writings are tweeted by Twitter user. User could write tweet about impression, critique, suggestion, and message freely. In this final task, writer collect users and tweets which are relevant to Culinary Tourism. With Naïve Bayes Classifier and Decision Tree method, user and tweet are processed to be a rating system for culinary tour. Then, this system will compare the accuracy between Naïve Bayes Classifier and Decision Tree. The final purpose of this research is to get the best model and accuracy between these two methods.

In this final task, Naïve Bayes Classifier has the best accuracy for data after discretization for 73.99%. The most influential feature on Naïve Bayes Classifier's accuracy is Visitor Tweet feature by reducing the accuracy of 5.33% when the feature is removed. The most influential features on Decision Tree accuracy are the Tweet Number feature, the Parking Facility feature, and the Location feature by affecting the accuracy of 2.66% when the feature is removed. The most influential feature groups in the accuracy of the Naïve Bayes Classifier and Decision Tree are the Tweet feature groups, each having an average accuracy of 60.6% and 69.74%. The number of discretization groups for the Naïve Bayes Classifier and Decision Tree methods that yield the best accuracy is the discretization of 4 groups. 71.98% accuracy for Naïve Bayes Classifier method and 73.33% accuracy for Decision Tree method.

Keyword : Data mining, classification, Naïve Bayes Classifier, Decision Tree, Twitter, user, tweet, culinary tourism, rating.