

## **Abstract**

Product reviews on social media has been influenced 90% buyers when making a buying decision. For manufacturers of the products, of course it could be a reference of their product whether it has good or bad review. However, to categorise thousands of product reviews into positive or negative it would be waste time until we know public opinion of the product. By this thesis, researcher give the solution to automatically classify the sentiment by the computer using multinomial naïve Bayes classifier. Experimental result shows that the best average of F1-Score with 10-folds cross validation archived 92.98%, indicating that proposed solution is robust for classify sentiment on product reviews data.

Keywords: classification, sentiment, product, review, multinomial naïve Bayes