Abstract

Comments by KBBI are reviews or responses news, speeches, etc. (to explain or explain). Comments have become common things lately. Social media is currently a trend Is Instagram. Some public figures, especially artists in Indonesia now often uploading photos of his activities to social media. By Upload photos, make the artist's activity known by Public society. Society who became follower of the artist Will usually comment on an uploaded photo. Photos are Uploaded usually selfie, culinary, vacation, even words of motivation. But sometimes there are disturbing comments Which is sometimes not relevant with what has been uploaded. Most of comments were exist on artist account is a campaigne comment. The number of these promotional comments damages public opinion on Social media account of the artist. The method used in the task The end is a text classification system using Naïve Bayes Classifier (NBC).

Keywords: *comments, public figure, follower, Instagram, Naïve Bayes Classifier*