

Abstract

With the development of the world of information technology, transportation equipment is also developing with the existence of online transportation services. Currently the use of online transportation services is like a need, it is necessary to conduct a sentiment analysis of online transportation to find out how people respond to these online transportation services. The data used must be valid data. The media that I use to retrieve data is from one of the social media platforms, namely Twitter. This Final Project was made to analyze community responses with data analysis in the form of tweets then classified into positive and negative classes using the Naïve Bayes Classifier method. Based on the system built, there were 88.60% positive sentiments and 11.40% negative sentiments with an accuracy of 86.80%. The results show the level of positive sentiment from public tweets is greater than the level of negative sentiment.

Keywords: *online transportation, sentiment analysis, Twitter, Naïve Bayes Classifier.*