Abstract

In this era the internet is growing fast. The internet can make it easier for tourist to find any information. In this tourism hotel, internet is very helpful in promotion hotel. Tourist usually tell their experience during stay in hotel by writing reviews on the internet. Therefore many hotels are found on the internet. The impact on hotel owners is they can take advantage of reviews on the internet to improve and evaluate their hotels. With the large number of reviews on the internet, tourist can not understand all the reviews they read whether contain positive or negative opinions. It takes an sentiment analysis to detect positive and negative reviews quickly. This research make an sentiment analysis by classifying the reviews into positive opinions and negative opinions uses Multinomial Naïve Bayes Classifier method and comparing models using preprocessing, Bag-of-Words, feature selection frequency based and feature selection with difference of the lowest positive and negative probability. The best result is using preprocessing and frequency based for feature selection with 10 fold cross validation have average F1-Score 91.414%.

Keywords: internet, tourism, multinomial naïve bayes classifier, sentiment analysis, feature extraction, feature selection