

## **ABSTRACT**

### **EFFECT ON SENTIMENTAL ANALYSIS OF PRODUCT REVIEWS USING NAIVE BAYES ALGORITHM**

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In this digital age social media sites are used to perform advertisements by service producers and goods. Now almost all companies from big to small online shop to *endorsement* so that its products can be recognized by the public. KFC was launched its latest product is "KFC Salted Egg". As we know that KFC often release controversial products such as ChoChick, chicken sprinkled with chocolate spice. KFC performs an *endorsement* by selecting Raditya Dika as an endorser. But whether by *endorsement* KFC products get a good or bad sentiment. For that we need a sentiment analysis to know it. Sentiment collected comes from two social media, Youtube and Twitter. According to research conducted by Statista the most widely used social media in Indonesia is Youtube. While twitter was seventh. Even so the development of twitter users from time to time continue to increase so that twitter is still widely used. The stages of this research is done by collecting data divided into two periods, period before *endorsement* and after *endorsement*. The data has been collected through the process of preprocessing, and then classification is done by using confusion matrix. From the results of research Naive Bayes has a accuracy rate of more than 84%.

***Key Words: Endorsment, Naive Bayes, Sentiment Analysis***