

### ***Abstract***

*The increasing of social media, consumers often share their experiences during stay in hotels by online, such on TripAdvisor website. However, review on TripAdvisor has a lot of reviews, it makes difficult for readers to analyze the review. Therefore, this study aim to analyze the reviews into the value positif and negative with consider some aspect use multi-aspect analysis sentiment. The method is multinomial naïve bayes method, method multinomial naïve bayes is can classify sentiment with issues of uncertainty reasoning. The results of this study showed that average of precision, recall and accuracy of classification using multinomial naïve bayes method is 100%, 97.9% and 99.8%.*

**Keyword:** *Multi-Aspect Sentiment Analysis, Multinomial Naïve Bayes, Hotel.*