

Abstract

In today's digital era, text media is used as a media opinion and is commonplace, especially in the case of an electronic product's opinion. One product's success can be determined based on consumer opinion. More competition for electronic products is produced, making consumers more selective in choosing products to buy. Therefore, consumers will first read the opinion of a product before deciding to buy a product to minimize disappointment with the product. One classification method for text is the Multinomial Naïve Bayes method. This method is known to have good accuracy in handling text classification. In its use, the opinion of a product will experience pre-processing. After that, the weighting process uses TF-IDF, then it is classified using the Multinomial Naïve Bayes method (Multinomial NB model) which will produce accuracy from the predicted results. Tests carried out on Samsung and Apple products to find out opinions that are divided into negative or positive opinions using the Multinomial Naïve Bayes classification method. Obtained accuracy by using the Multinomial Naïve Bayes method for Samsung products is 70.15% and for Apple products is 84.08%.

Keywords: product opinion, classification, TF-IDF, Multinomial Naïve Bayes