

Abstract

Public opinion on telecommunications service providers is something that can be used as a consideration for making decisions, both for users and the company. Sentiment analysis is a field of study that examines opinions on an object, where opinions can be classified based on the polarity contained in them. This research classifies use Naive Bayes method on public opinion about telecommunications service providers. High data dimensions in classification using Naive Bayes can be reduced by the chi square feature selection. The results showed that the highest average performance obtained by classification using naive bayes with chi square feature selection with significance level of 0,01, get 85.5% accuracy, 83% precision, 86% recall and 84% f1-score. Chi square feature selection did not give a significant difference to the classification using naive bayes.

Keywords: sentiment analysis, naive bayes classifier, chi square