Abstract

Zomato is a site and application that provides reviews of attractions and culinary. At present the results of research conducted by Pho Chus Wright, 53% of tourists read the reviews first before making a reservation at a restaurant. Related to on Zomato. In tests conducted on this study at OSPM (Ontology Supported Polarity Mining) it is proposed because the supporting ontology supports polarity mining (OSPM). OSPM is evaluated in the zomato review domain using Supervised Learning Techniques which are supported by the Naïve Bayes classifier. Sentiments that were supported using Ontology had a higher verification of 84.2% while those that were not supported using ontology were only 62.8%. The final results of this study reveal that the research conducted by OSPM in this case studio is very good to use.

Keywords: zomato, ontolgy, polarity mining, polarity mining supported ontology.