Abstract

Twitter is a communication media that is usually used to express opinions or comments on a product, individuals, characters or television shows and provide information. Information contained on Twitter in the form of questions, comments or opinions that are positive or negative. Using comments obtained from Twitter can complement the assessment of television programs that have been carried out using ratings, where they cannot be fully referred to in an assessment of a television program. Sentiment analysis is a research branch of text mining that performs the classification process on documents. The method used in this final project is Naïve Bayes Classifier by adding retweets. Based on the results of testing, NBC by adding retweets can be implemented in analyzing sentiments regarding television programs with an average accuracy of 65%. While the average accuracy on NBC without retweets is 61%.

Keywords: *sentiment analysis, Twitter, Naïve Bayes Classifier, retweet*