

Abstract

Zomato is one of the culinary reference sites used by many users. There are thousands of culinary locations in Bandung and one of those is Dago. There are about 4.210 culinary spots in Dago area. Every culinary spots usually has around 100 reviews so users have to read the reviews one by one in order to make an assessment of the existing reviews on the restaurant. It obviously takes much time to do so. As a result, many reviews are left unread. There is a solution for this matter and it is by applying sentiment analysis system using Naive Bayes Classifier method. This system is able to process reviews data in Zomato site and to classify those data based on each reviews. The results of this study are that the system successfully conducted sentiment analysis for each review with a classification performance of 80,0%.

Keywords: Classification, sentiment analysis, naive bayes classifier