ABSTRACT

SENTIMENT ANALYSIS OF LECTURER EVALUATION DATA BY STUDENTS INFORMATION SYSTEM PROGRAM TELKOM UNIVERSITY USING THE NAIVE BAYES ALGORITHM

By

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Evaluation of the performance of lecturers by students is carried out by the Faculty of Industrial Engineering Telkom University Information Systems study program at the end of the semester through a questionnaire contained in Igracias. Before conducting the final semester exams students are required to register and print the exam card. To be able to register and print the exam card, students are required to fill in a questionnaire on Igracias for the assessment of the lecturers one by one related to the courses taken. One of the evaluation lecturers by special students Information Systems study program students aim to improve the quality of learning and teaching processes by lecturers and students in the Information Systems study program. This study focused on the sentiment analysis process towards lecturer evaluation comments by students.

To conduct sentiment analysis, the Naïve Bayes method is used because Naïve Bayes is a relatively simple algorithm to understand and construct, it is faster to predict classes using this algorithm than many other classification algorithms and can be easily trained using small dataset. The purpose of this research is to find out how the sentiment analysis process uses the comments of lecturer evaluation data by students, the level of accuracy, and the final result of the comments using the Naive Bayes algorithm. The classification of this method has a precision level of 71%, 73% recall, 73% accuracy, and 69% F1-Score 69%. By having 2242 positive comments, 239 negative comments, and 849 neutral comments.

***Keywords**: sentiment analysis, naive Bayes, comments, classification*