

ABSTRACT

The hotel is a means of temporary accommodation for people who are traveling. Particularly in Indonesia, the development of hotels is very rapid, this is caused by increased tourism in Indonesia. In the era of the internet as it is today, it can make it easier for tourists to find hotels where to stay overnight. Tourists usually tell their experiences while in the hotel by writing reviews on the internet. Therefore a lot of reviews found on the internet. The impact of these reviews will be used as a reference by the hotel to improve and evaluate the hotel, and tourists can see the extent of the hotel services from the reviews available on the internet. With so many reviews circulating on the internet, tourists have to spend more time reading it, and whether the review is positive or negative. In this study, a sentiment analysis system was made in hotel reviews using the Deep Belief Network method and weighting using Term Frequency - Inverse Document Frequency (TF - IDF) which can classify hotel reviews into positive and negative reviews. The results of the study using the Deep Belief Network produced the highest test value obtained in this study by testing the partition data using a learning rate of 0.001 and producing an accuracy of 93%.

Keywords : (Hotel, Sentiment Analysis, Deep Neural Network, Term Frequency – Inverse Document Frequency (TF – IDF)).