ABSTRACT

Youtube is video sharing website that allows users to share, watch video clips for free. Youtube itself provides a lot of video clips such as movies, music, advertisements, TV, and videos that made by the users themselves. Users can provide opinions and comments related to the video on Youtube. This can be used as a source of data to assess sentiment on the object of video. Sentiment analysis is a method to know people's perception about certain object. Automatically, sentiment analysis use a different of methods or algorithms, including Naïve Bayes. The aim of this research is to build a system that automatically classify sentiments from each comment in the video comment column on Youtube to identify people's perceptions of Nokia's product. The process of classify sentiments starts from preprocessing to ensure every raw data have a good quality, then builds the Naïve Bayes Classifier model. This model classify sentiments into positive and negative. Afterthat, using the confusion matrix to calculate the aacuration of the model and the last step is input new data into the system to see the suitability of the system, then can determine the data classified as one type of sentiment. There will be 2000 data of comments were obtained from Youtube. Using Naïve Bayes as a method with data ratio of training and testing about 80:20 the accuration result is 89,25%.

Keyword: Confusion Matrix, Naïve Bayes, Sentiment Analysis,