

## **ABSTRACT**

*An increasing number of internet users in Indonesia are used by many companies engaged in e-commerce to develop and improve their services. Many e-commerce sites have been developed and can be accessed through mobile applications. Tokopedia is one of the leading e-commerce sites in Indonesia and ranks second in the top 10 e-commerce sites in Indonesia in 2018 based on statistical data. Large companies like Tokopedia need to find out what users think of the products or services offered. User opinion on the Tokopedia application can be seen in the review column on the Google Play Store, but to process a review or review supports an easy matter. The number of reviews will make it difficult to retrieve information when read and processed manually. To overcome this, a sentiment analysis method or technique is needed to be able to categorize the existing reviews automatically, whether the comments are classified as positive, negative or netral. Sentiment analysis is performed using the Naive Bayes algorithm. The research begins by solving problems and finding solutions, taking data using scraping techniques, doing preprocessing, processing with Naive Bayes and TF-IDF algorithms, and measuring performance, starting with visualizing the results and concluding and suggesting. Positive sentiment results obtained as a reference to maintain service quality and negative sentiment results can be used as an evaluation material in improving Tokopedia services and applications.*

**Keyword :** *E-commerce, Google Play Store, Tokopedia, Sentiment Analysis, Naive Bayes Algorithm*