

## ABSTRACT

*Social media is an online media network that is used to interact and collaborate by its users. Instagram is a social media platform as a means to share moments through pictures and videos. The number of interactions between users through causing the creation of various opinions. The comments are used as a data source to be processed with sentiment analysis to determine the reputation of culinary tourism in the city of Bandung. Comments are obtained through a scraping technique using python, where the scraping results are in the form of noise comment data that must pass through the cleaning and preprocessing stages so that the dataset can function optimally when processing using a classification algorithm. The classification comparison used is Nave Bayes, Decision Tree, and K-NN, where the highest accuracy results are obtained that Nave Bayes has the highest accuracy of 86.87%, Precision 93%, Recall 57.50%, resulting in F1-Measure of 75.39. Then the weighting is carried out with TF-IDF to see the weight of each word contained in the positive comments, then the weight ranking calculation is carried out using the simple additive weighting (SAW) method as a method to support decisions for the reputation of culinary tourism in the city of Bandung. Mangkok Manis, Mie Gacoan and Lotek Alkateri are the three restaurants that have the highest weight compared to other restaurants..*

*Keywords: Sentiment Analysis, Instagram, Naïve Bayes, Simple Additive Weighting, Culinary City of Bandung.*