Abstract

Film is an alternative entertainment for people in Indonesia and around the world. Until now, the films that are enjoyed vary every time. In this case, someone needs to read a review so that the movie they watch is what they want. A film review is someone's opinion that is subjective and everyone will definitely give a different opinion on each film. As a result the audience will find it difficult to determine whether the film is in accordance with their needs. Based on these problems, the right method to solve it is sentiment analysis. Opinion mining is a study of giving opinions or emotional labels to texts that indicate whether the text expresses positive or negative opinions.In this study, sentiment analysis will be carried out on review data for English movies using Word2Vec as feature extraction and Naïve Bayes as classification. The Naïve Bayes method was chosen because it can classify data based on the calculation of the probability of each class against objects in a given data sample. Word2vec as the extraction feature was chosen because it is able to produce good accuracy values in conducting sentiment analysis with large amounts of data. The best model was built using data without lemmatization and 300 vector sizes along with Naïve Bayes classification resulting in an accuracy of 79.66% and an f1-score of 79.65%.

Keywords: sentiment analysis, film review, word2vec, naïve bayes