

## ABSTRACT

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*Sentiment analysis is a technique for extracting and evaluating opinions or sentiments from text. Processing unstructured data from social media requires specialized techniques to identify the sentiment contained in the text. Social media is an online media, where users can easily participate, share, and create content including blogs, social networks, wikis, forums and virtual worlds. MultinomialNB method is one of the commonly used classification techniques for sentiment analysis on text data. Multinomial logistic regression is a simple extension of binary logistic regression that allows for more than two categories of dependent or outcome variables. To analyze unstructured data on social media, methods that can be used are MultinomialNb and Multinomial Logistic Regression. In the research process using the logistic regression model takes 30 minutes, while the multinomialnb model takes almost close to 30 minutes. The results show that the Multinomial logistic regression model can classify sentiment on unstructured data from social media with better accuracy than the MultinomialNB model.*

*Keywords — Unstructured Data, Sentiment Analysis, MultinomialNb, Social Media.*