

ABSTRACT

Indonesia has a strategic geographical position and is also said to be a country that is very rich in natural resources and cultural diversity. One of the supporters of economic growth in Indonesia is tourism, where tourism can help provide foreign exchange to the State. To support the potential of the tourism sector in Indonesia, many online travel agent applications have started to appear. Of the many Online Travel Agents, the top two applications were selected, namely the Traveloka and Tiket.com applications. Data is needed to find out sentiment analysis regarding the Traveloka and Tiket.com applications. The data to be used is data from one of the social media, namely Twitter. In this study, we compared sentiment analysis on the Traveloka and Tiket.com applications in terms of price and service. The method used is naïve Bayes. The goal is to get sentiment information contained in a text with a positive or negative view. With this research, it is hoped that we can see a comparison of sentiment analysis between the Traveloka and Tiket.com applications and be able to find out the level of accuracy of naïve bayes on the Traveloka and Tiket.com applications. After conducting research, it can be seen that the price dataset that gets more positive sentiment is the Traveloka price, which is 97.2%, while the more negative sentiment, namely the Tiket.com price, is 26.6%. In the service dataset that has a positive sentiment is Tiket.com which is 46.9%. While the sentiment that had the most negative was Traveloka services at 72.6%. Then, the greatest accuracy obtained is the Tiket.com price dataset of 71%, Traveloka prices 97%, Ticket services 89% and Traveloka services 76%. While the greatest accuracy was obtained after oversampling the Tiket.com price dataset by 73%, Traveloka prices by 94%, Ticket services by 87% and Traveloka services by 86%.

Keyword: Traveloka, Tiket.com, *Naïve Bayes*, *Online Travel Agent*