

ABSTRACT

This study aims to analyze the sentiment of comments received by MSMEs in Lengkong Village through TikTok social media. Social media, particularly TikTok, has become an important platform for MSMEs to promote their products and services, and interact with customers. Sentiment analysis of comments on TikTok can provide insight into public perception of these MSMEs. This study uses the Naïve Bayes algorithm to classify the sentiment of comments into potential, non-potential, and neutral comments. The data used in this study was collected from comments on TikTok videos of Lengkong Village MSMEs, namely Raja Ngemil. The analysis process involves data collection, data pre-processing, data classification, model training, and result evaluation. The tools used in this research include Python, scikit-learn library for algorithm implementation, as well as pandas for data processing, and streamlit for the development of machine learning applications. The results show that the Naïve Bayes algorithm is able to classify sentiment with a fairly good level of accuracy. This sentiment analysis is expected to help Lengkong Village MSMEs, namely Raja Ngemil, in understanding their customers' opinions and improving the quality of their products. This research also contributes to the development of sentiment analysis methods using the Naïve Bayes algorithm in the context of MSMEs and social media.

Keywords: Sentiment Analysis, TikTok, Naïve Bayes Algorithm, Micro, Small, Medium, Enterprises (MSMEs).