

ABSTRACT

Widarapayung Beach in Cilacap Regency is a prominent tourist destination that has seen an increase in visitor numbers each year. In the digital era, user reviews on platforms such as Google Maps have become an important source of information for assessing the quality of tourist attractions. However, the growing volume of reviews makes manual analysis ineffective and inefficient. Therefore, an automated method is needed to systematically process and understand public opinion. This study aims to implement sentiment analysis on user reviews of Widarapayung Beach using the Multinomial Naïve Bayes algorithm to support effective and efficient data-driven decision-making. The data was collected through web scraping and then processed through several stages, including preprocessing, TF-IDF weighting, and data balancing using SMOTE. The classification results showed a model accuracy of 84.22%, with the highest F1-score for positive sentiment (88.86%). The majority of the reviews expressed positive sentiment; however, negative aspects related to cleanliness and facilities were also identified. These findings provide important data-driven insights for management in improving service quality.

Keywords: *sentiment analysis, widarapayung beach, naïve bayes, google maps, TF-IDF.*