

## ***ABSTRACT***

*Mie Gacoan Purwokerto is a fast-food restaurant that receives numerous customer reviews through Google Maps, specifically via the Google Business Review feature, which provides official ratings, comments, and customer opinions. However, there is no system available to automatically analyze and classify the sentiment of these reviews, even though public opinion can serve as an important evaluation factor for the company to maintain its relationship with customers. This study aims to develop a sentiment analysis system that categorizes customer reviews into positive, negative, or neutral classes using the Naïve Bayes algorithm. A total of 4,211 review data were collected through crawling using the Instant Data Scraper tool. The data processing stages include preprocessing, labeling using the SenticNet lexicon, term weighting using the TF-IDF method, and label balancing using the SMOTE method to address class imbalance. The model's performance was evaluated using a confusion matrix. The results showed that most reviews were positive, with the model achieving an accuracy rate of 79%. This system is expected to help Mie Gacoan Purwokerto automatically understand customer opinions and support data-driven business decision-making.*

**Keywords:** *Sentiment Analysis, Mie Gacoan, Google Business Review, Customer Reviews, Classification, Naive Bayes*