

ABSTRAK

Tokopedia sebagai *platform e-commerce* terkemuka di Indonesia menghasilkan banyak ulasan konsumen yang dapat mencerminkan tingkat kepuasan pelanggan. Penelitian ini bertujuan menganalisis sentimen otomatis terhadap ulasan pelanggan toko *MSI Official Store* menggunakan metode *Naïve Bayes*. Sebanyak 9.135 ulasan dikumpulkan melalui teknik *web scraping* dan diproses melalui tahapan *Preprocessing*, pelabelan otomatis, serta pembagian data latih dan uji. Model dikembangkan menggunakan algoritma Multinomial *Naïve Bayes*. Hasil evaluasi menunjukkan bahwa model mampu mengklasifikasikan sentimen positif, negatif, dan netral dengan akurasi 91%, *Precision* 91%, *Recall* 90%, dan *F1-Score* 90%. Sistem ini dapat digunakan untuk membantu pelaku usaha dalam mengevaluasi kepuasan pelanggan secara efisien.

Kata Kunci: Analisis Sentimen, Tokopedia, MSI, *Naïve Bayes*, Ulasan Konsumen.



ABSTRACT

Tokopedia, one of Indonesia's leading e-commerce platform s, generates numerous customer Review s that reflect satisfaction levels. This study aims to develop an automated sentiment analysis system for Review s of the MSI Official Store using the Naïve Bayes method. A total of 9,135 Review s were collected via web scraping and processed through Preprocessing, automatic Labeling, and data splitting. The model was built using the Multinomial Naïve Bayes algorithm. Evaluation results show that the model successfully classified positive, negative, and neutral sentiments with an accuracy of 91%, Precision 91%, Recall 90%, and F1-Score 90%. This system can assist businesses in evaluating customer satisfaction efficiently.

Keywords: *Sentiment Analysis, Tokopedia, MSI, Naïve Bayes, Customer Review s.*

