

INTISARI

Penelitian ini berjudul "Analisis Sentimen Ulasan Pengunjung Buken Swimming Pool di Google Maps Menggunakan Algoritma Naïve Bayes". Tujuan penelitian ini adalah untuk mengetahui performa algoritma Naïve Bayes dalam menganalisis sentimen ulasan pengunjung terhadap destinasi wisata Buken Swimming Pool di Google Maps. Penelitian ini dibatasi pada implementasi algoritma Naïve Bayes dan data komentar pengunjung yang diambil hingga tanggal 4 November 2024. Metode yang digunakan meliputi pengumpulan data komentar, preprocessing teks, pengelompokan sentimen menjadi positif, netral, atau negatif, serta evaluasi performa algoritma berdasarkan metrik seperti akurasi, presisi, dan recall. Hasil penelitian menunjukkan bahwa algoritma Naïve Bayes mampu mengklasifikasikan sentimen ulasan pengunjung dengan tingkat akurasi yang sebesar 83,65%. Sebagian besar ulasan menunjukkan sentimen positif terhadap fasilitas dan pelayanan di Buken Swimming Pool. Analisis lebih lanjut menunjukkan bahwa faktor kenyamanan dan kebersihan menjadi poin utama yang disukai pengunjung, sementara beberapa ulasan negatif mengkritik aspek tertentu seperti aksesibilitas dan ketersediaan fasilitas pendukung. Kesimpulan dari penelitian ini adalah algoritma Naïve Bayes efektif dalam mengelompokkan sentimen ulasan pengunjung, yang dapat memberikan wawasan berharga bagi pengelola dalam meningkatkan kualitas layanan. Selain itu, hasil penelitian ini dapat menjadi referensi bagi penelitian serupa di masa depan, terutama dalam penerapan analisis sentimen pada sektor pariwisata.

Kata kunci: Analisis Sentimen, Naïve Bayes, Buken Swimming Pool, Google Maps

ABSTRACT

This study is titled "Sentiment Analysis of Visitor Reviews on Buken Swimming Pool in Google Maps Using the Naïve Bayes Algorithm." The purpose of this research is to determine the performance of the Naïve Bayes algorithm in analyzing visitor sentiment towards the Buken Swimming Pool tourism destination in Google Maps. This study is limited to the implementation of the Naïve Bayes algorithm and visitor comments data collected up to November 4, 2024. The methods used include data collection of comments, text preprocessing, sentiment classification into positive, neutral, or negative, and evaluation of the algorithm's performance based on metrics such as accuracy, precision, and recall. The results of the study show that the Naïve Bayes algorithm can classify visitor sentiments with an accuracy rate of 83.65%. Most reviews indicate positive sentiment towards the facilities and services at Buken Swimming Pool. Further analysis reveals that comfort and cleanliness are the main factors appreciated by visitors, while some negative reviews criticize specific aspects such as accessibility and the availability of supporting facilities. The conclusion of this study is that the Naïve Bayes algorithm is effective in classifying visitor sentiment, providing valuable insights for managers to improve service quality. Additionally, the study's findings can serve as a reference for future research, particularly in applying sentiment analysis to the tourism sector.

Keywords: Sentiment Analysis, Naïve Bayes, Buken Swimming Pool, Google Maps