



PROJECT REPORT
SENTIMENT ANALYSIS ON INSTAGRAM COMMENTS
USING TWO COMPARISON METHOD BASED ON LEXICON
BASED AND NAIVE BAYES

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ABSTRACT

Sentiment analysis is a very important tool for understanding public opinion and serves to share user experiences, especially in the context of social media. This thesis discusses the task of sentiment analysis using two comparisons of Lexicon Based and Naive Bayes methods to analyze comments from Instagram. The dataset used for this project was taken from Kaggle with keyword sentiment analysis on the Indonesian language Instagram application collected. In several studies that have been carried out, it turns out that the results that researchers can get or prove are that the Naive Bayes Algorithm gets a high Accuracy value, namely 82% and compared to using a Lexicon Based Algorithm using the vader Dictionary, Where the Accuracy in Indonesian gets a result of 50% and Translated into English the Accuracy obtained was 60%. Therefore, for research in sentiment analysis on Instagram Comments, the Naive Bayes Algorithm is very suitable and is evaluated with Cross - Validation.

Keyword: Sentiment analysis, Lexicon Based method, Instagram comments, Naive Bayes Method.