



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

Ivan Christian Soesanto

21.K1.0006

**Faculty of Computer Science  
Soegijapranata Catholic University  
2024**

## 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 Naïve 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 Naïve 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 Naïve Bayes Algorithm is very suitable and is evaluated with Cross - Validation.*

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