

## ABSTRAK

Perkembangan teknologi informasi mendorong masyarakat untuk berbagi pengalaman melalui ulasan daring, termasuk tentang destinasi wisata. Salah satu destinasi wisata yang banyak mendapat perhatian di Kabupaten Sumenep adalah Pantai Sembilan. Banyaknya ulasan yang tersebar di berbagai platform digital dapat dimanfaatkan untuk mengetahui sentimen atau persepsi pengunjung terhadap objek wisata tersebut. Penelitian ini bertujuan untuk mengetahui nilai performa dari metode *Naive Baves Classifer* dan mengevaluasi apakah metode *Naive Baves Classifer* (NBC) dapat mencapai nilai akurasi yang tinggi dengan penerapan teknik smote. Data yang digunakan berupa kumpulan ulasan dari platform google map yang kemudian dilakukan tahap preprocessing seperti case folding, normalisasi, tokenizing, stopword removal, dan stemming. Selanjutnya, dilakukan pelabelan sentimen menjadi positif dan negatif. Karena data cenderung tidak seimbang, digunakan metode SMOTE untuk menyeimbangkan jumlah data antar kelas. Model kemudian dilatih menggunakan algoritma Naive Bayes, dan dievaluasi menggunakan akurasi, presisi, recall, dan f1-score. Hasil penelitian menunjukkan bahwa kombinasi Naive Bayes dan SMOTE mampu meningkatkan akurasi klasifikasi dibandingkan model tanpa SMOTE. Berdasarkan pengujian, diperoleh nilai akurasi sebesar 88%, presisi 96%, recall 98%, dan f1-score 96%. Temuan ini menunjukkan bahwa sebagian besar ulasan terhadap Pantai Sembilan bersifat positif, yang mengindikasikan kepuasan pengunjung terhadap fasilitas dan keindahan pantai.

**Kata Kunci:** Analisis Sentimen, Kabupaten Sumenep, *Naive Bayes Classifier*, Pantai Sembilan, *SMOTE*.

## ABSTRACT

The development of information technology encourages people to share their experiences through online reviews, including about tourist destinations. One of the tourist destinations that has received a lot of attention in Sumenep Regency is Pantai Sembilan. The large number of reviews spread across various digital platforms can be used to find out the sentiment or perception of visitors towards the tourist attraction. This study aims to determine the performance value of the *Naive Baves Classifer* method and evaluate whether the *Naive Baves Classifer* (NBC) method can achieve a high accuracy value with the application of the smote technique. The data used is in the form of a collection of reviews from the google map platform which is then carried out in preprocessing stages such as case folding, normalization, tokenizing, stopword removal, and stemming. Furthermore, sentiment labeling was carried out into positive and negative ones. Because the data tends to be unbalanced, the SMOTE method is used to balance the amount of data between classes. The model was then trained using the Naive Bayes algorithm, and evaluated using accuracy, precision, recall, and f1-score. The results showed that the combination of Naive Bayes and SMOTE was able to improve classification accuracy compared to models without SMOTE. Based on the tests, an accuracy score of 88%, precision of 96%, recall of 98%, and an f1-score of 96% were obtained. These findings show that most reviews of Pantai Sembilan are positive, indicating visitor satisfaction with the amenities and beauty of the beach.

**Keywords:** *Sentiment Analysis*, Sumenep Regency, *Naive Bayes Classifier*, Pantai Sembilan, *SMOTE*.