

## **ABSTRACT**

*The growth of information technology, especially for users of social media, has changed the way people communicate between users, as well as to convey general opinions or perceptions, to the experiences they have experienced. Even towards Tokopedia, of course, there are many general opinions or perceptions conveyed by users regarding the marketplace service on social media, seeing the number of internet users in online shopping which is included in the most accessed internet usage. A sentiment analysis to determine the number of perceptions of Tokopedia using a classification algorithm. The number of algorithms used for the classification of data sentiment analysis makes a variety of studies using two or more to compare how accurate the selected algorithm is. This study aims to analyze the performance of the Decision Tree and Naïve Bayes algorithms in classifying data and to compare the accuracy of these algorithms. The results show that the Naïve Bayes algorithm has good performance and has the highest accuracy rate of 63.33%. In addition, Naïve Bayes has the highest precision, recall and f-measure values, namely 63.59%, 63.59% and 62.2%. Then the Decision Tree algorithm has an accuracy value of 56.62% and a precision value of 70.06%, 53.83% recall and 43.55% f-measure. The tweet data used is 1000 data with positive sentiments having 531 and negative sentiments having 469, indicating that the level of service at Tokopedia tends to be good.*

*Keywords: Decision Tree, Naïve Bayes, Sentiment, Twitter.*