



# **EXPLORATION ON NAIVE BAYES FOR ANALYSIS SENTIMENT IN X**

**BY : AHMAD HISYAM MUHARAM**

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# MBKM



MBKM stand for 'Merdeka Belajar Kampus-Merdeka' is the new curriculum that being implemented in Indonesia since January 2022



this new curriculum focus on the student where they need to find a suitable methode of learning.

**Kampus  
Merdeka**  
INDONESIA JAYA

# NAIVE BAYES

## Objective n° 1

Naive Bayes created by a mathematician Thomas Bayes in the 18th-century

## Objective n° 2

Naive Bayes is a problem machine learning used for classification tasks



## Objective n° 3

Naive Bayes widely used in text classification, such as analysis sentiment, spam detection, and document categorization

# SENTIMENT ANALYSIS

## *naive bayes*

$$P(c|x) = \frac{P(x|c)P(c)}{P(x)}$$

Likelihood                      Class Prior Probability

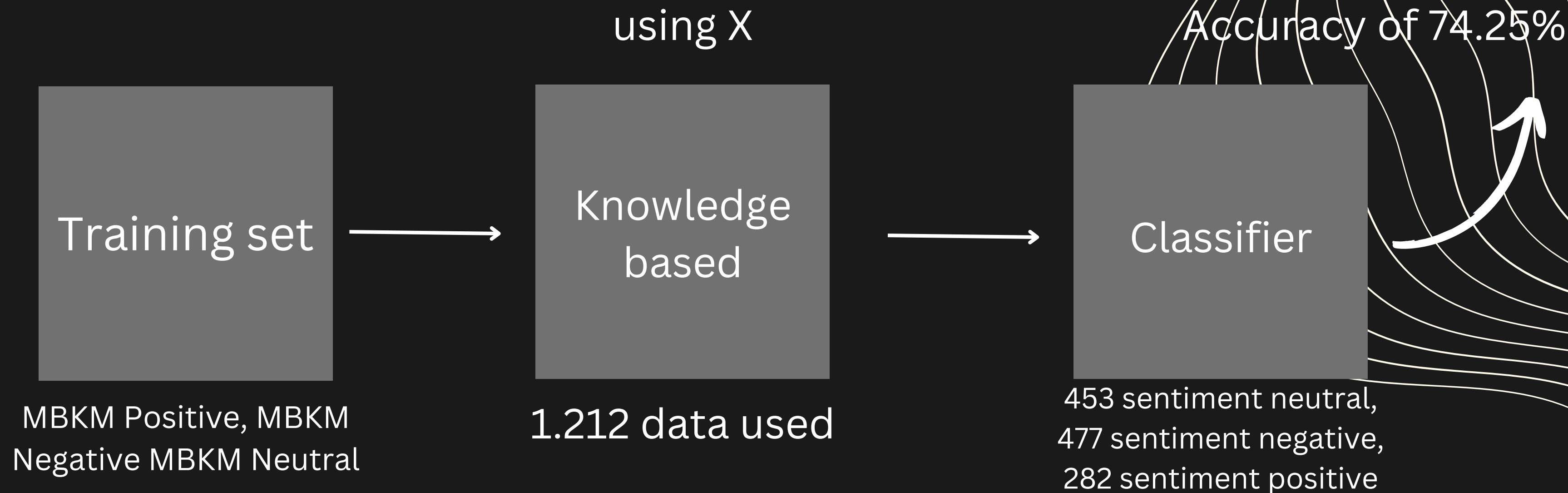
Posterior Probability                      Predictor Prior Probability

$$P(c|X) = P(x_1|c) \times P(x_2|c) \times \dots \times P(x_n|c) \times P(c)$$

Sentiment analysis is a natural language processing (NLP) technique that involves analyzing and determining the sentiment or emotional tone expressed in a piece of text.

There are many approaches to sentiment analysis, ranging from rule-based systems to more advanced machine learning. Machine learning methods like Naive Bayes, Support Vector Machine (SVM), deep learning models (Recurrent Neural Network or Transformer) and many others.

# SENTIMENT ANALYSIS USING NAIVE BAYES





**THANK YOU**