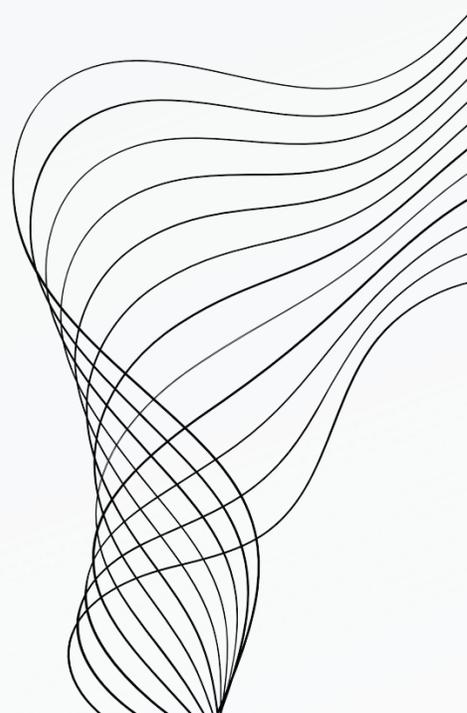




EXPLORATION ON NAIVE BAYES FOR ANALYSIS SENTIMENT IN X

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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

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

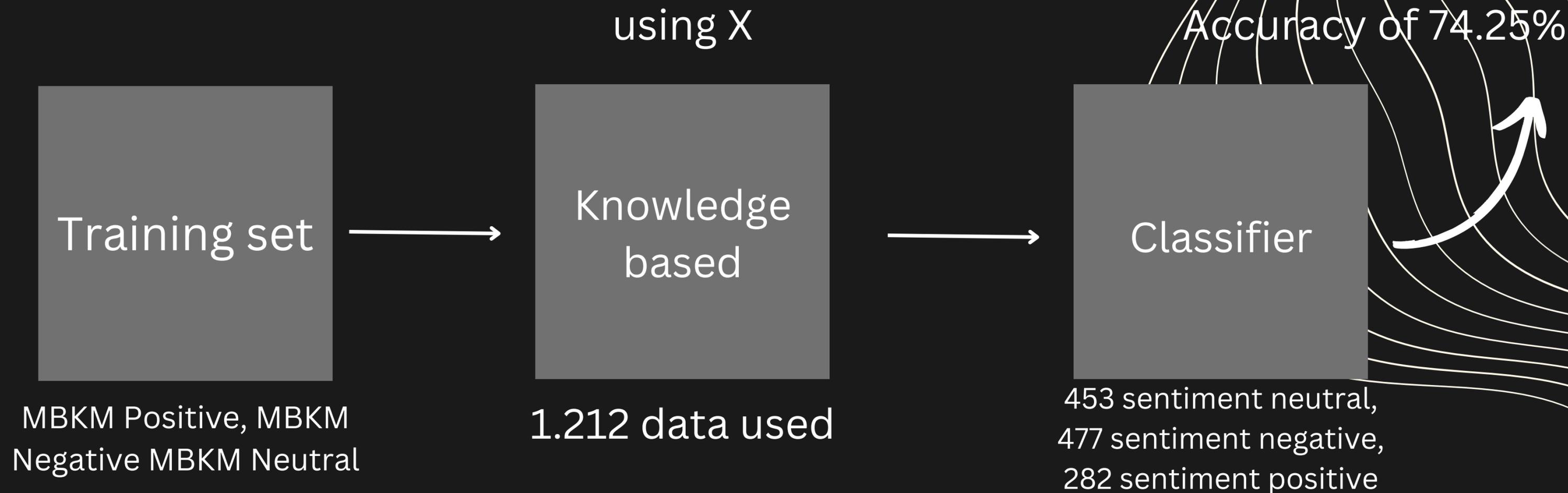
Likelihood: $P(x|c)$
Class Prior Probability: $P(c)$
Posterior Probability: $P(c|x)$
Predictor Prior Probability: $P(x)$

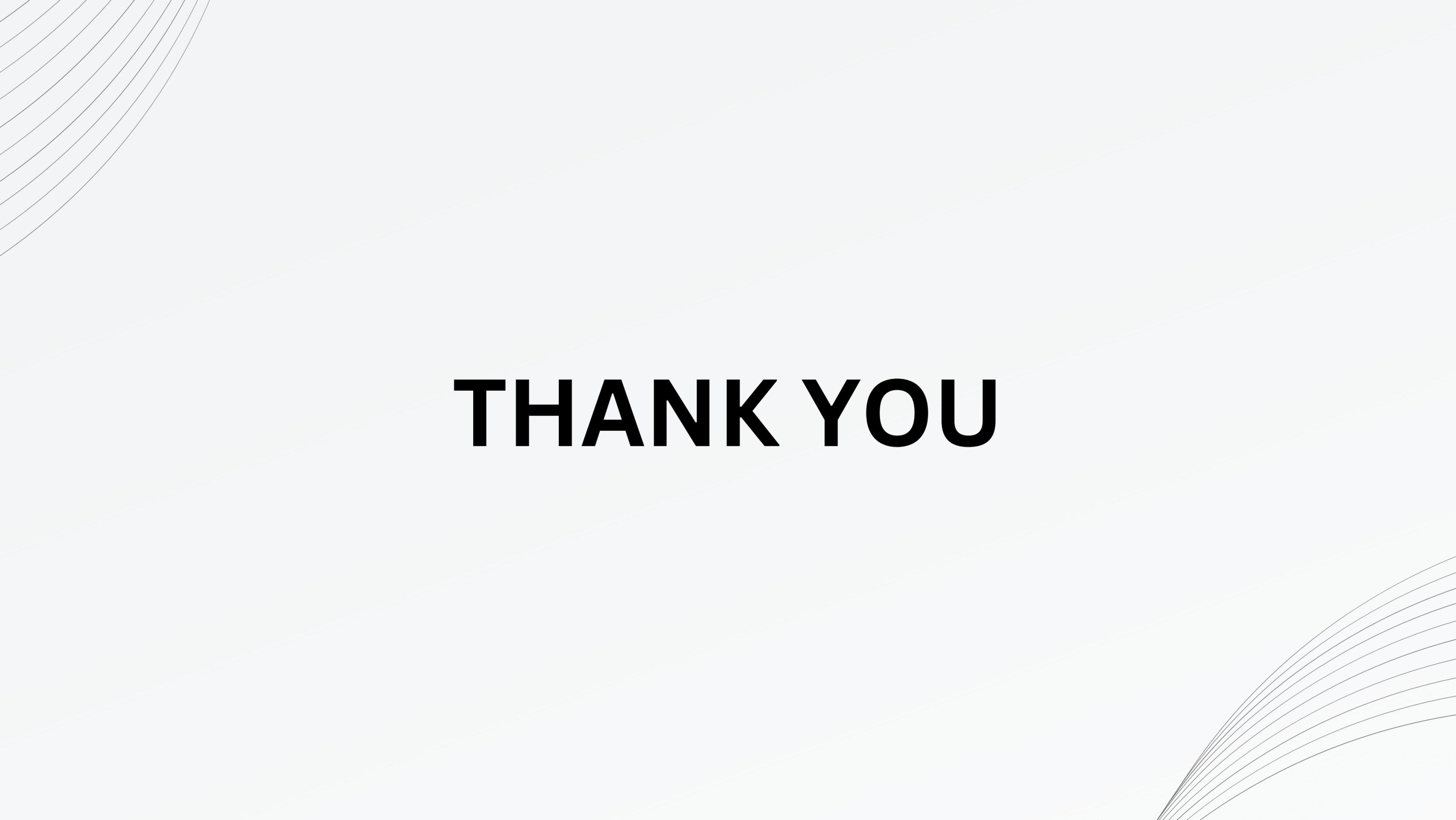
$$P(c|X) = P(x_1|c) \times P(x_2|c) \times \dots \times P(x_n|c) \times P(c)$$

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