

**Metode Optimasi Pembobotan Gain Ratio Terhadap Metode Klasifikasi  
Weighted Naive Bayes Studi Kasus Ulasan Produk White Perfect Clinical Day  
Cream**

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**Abstrak**

Media memiliki peran penting dalam menyebarkan segala informasi. Seiring berjalannya waktu, media berkembang menjadi banyak jenis. Salah satu media yang sangat cepat berkembang adalah media online. *Female Daily Network* merupakan sebuah situs media informasi bagi wanita yang mengetengahkan konten seputar dunia wanita di Indonesia.

Salah satu metode klasifikasi yang sering digunakan adalah *Naïve Bayes Classifier* yang pertama kali dikemukakan oleh Revered Thomas Bayes. Tujuan dari penelitian ini dalah untuk mengetahui tingkat *accuracy*, *precision* dan *recall* klasifikasi *Naïve Bayes Classifier* dengan melakukan optimasi pembobotan *Gain Ratio*. Berdasarkan hasil penelitian dan pembahasan tentang metode *Naïve Bayes Classifier* dan *Weighted Naïve Bayes* yang digunakan dalam klasifikasi review produk kecantikan.

Dari hasil implemetasi metode *Weighted Naïve Bayes* lebih akurat dari *Naïve Bayes*. Berdasarkan hasil implementasi pada pengujian K-fold 2 skenario I dimana *accuracy* 48% *precession* 43% dan *recall* 95% maka dapat disimpulkan bahwa *weighted naïve bayes* dapat optimal jika data training atau latih sebanding jumlah data positif dan negative.

**Kata Kunci** : media, online, female daily, klasifikasi, naïve bayes, weighted naïve bayes.

***Method of Optimizing Weight Gain Ratio Against Method of Classification of Weighted Naive Bayes Case Study Product Reviews White Perfect Clinical Day Cream***

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***Abstract***

*The media has an important role in spreading all information. Over time, the media developed into many types. One of the fastest growing media is online media. Female Daily Network is an information media site for women that presents content about the world of women in Indonesia.*

*One classification method that is often used is the Naïve Bayes Classifier, which was first proposed by Revered Thomas Bayes. The purpose of this study is to determine the level of accuracy, precision and recall of the Naïve Bayes Classifier classification by optimizing the Gain Ratio weighting. Based on the results of research and discussion of the Naïve Bayes Classifier and Weighted Naïve Bayes methods used in the classification of beauty product reviews.*

*From the results of the implementation of the Weighted Naïve Bayes method is more accurate than Naïve Bayes. Based on the results of the implementation of the K-fold 2 scenario I test where the accuracy is 48% precision 43% and 95% recall, it can be concluded that the weighted naïve bayes can be optimal if the training or training data is proportional to the amount of positive and negative data..*

***Keywords*** : *media, online, female daily, classification, naïve bayes, weighted naïve bayes.*