

## **ABSTRACT**

*The growth of internet users is fantastic, before the pandemic the figure was only 175 million. While the latest data from the Indonesian Internet Service Providers Association (APJII), in 2022 internet users in Indonesia will reach around 210 million. One of the influences on the increasing number of internet users in Indonesia is the increasing number of buying and selling activities through internet media. At this time there are various kinds of e-commerce applications. One of the latest e-commerce in Indonesia is Tiktok Shop. Tiktok shop is a new feature of the Tiktok application which was established on April 17, 2021. The development of Tiktok shop cannot be separated from the people who use this feature. Many people give opinions about Tiktok Shop on one of the social media, namely Twitter. Twitter is a place to collect data through data crawling techniques. Many people express their opinions about Tiktok Shop by making tweets and then posting them to the timeline. The data collected using the crawling technique amounted to 1000 data consisting of Indonesian-language tweets. The data is then processed to be analyzed for knowledge. Analysis is done with Naïve Bayes and Decision Tree methods. The accuracy results of the Naïve Bayes algorithm are 86.6% and the Decision tree algorithm is 89.7%, so the Decision Tree algorithm is better for classifying sentiment analysis of twitter users towards Tiktok Shop with a data division of 80%: 20%.*

**Keywords:** Sentiment Analysis ,Tiktok Shop, Twitter, Naïve Bayes dan Decision Tree