

## **ABSTRACT**

*In a learning process, each student has a learning style that varies from one student to another. Lecturers' lack of understanding of student learning styles has a detrimental impact on students. This can result in decreased student achievement, therefore lecturers must recognize the learning style of each student. This research aims to classify student learning styles by using the forward selection method in the naïve bayes algorithm, the evaluation process uses confusion matrix. The dataset used in the research is guidance and counseling data for learning style tests for IT Telkom Purwokerto students in 2020 as much as 600 data. With a data ratio of 8: 2, namely 480 data as training data and 120 data as testing data. In this study, the most influential attributes in performance are 15 attributes. These attributes are '7', '32', '16', '20', '10', '8', '24', '36', '25', '6', '9', '11', '22', '18', '30'. The system can classify three learning style classes with the resulting accuracy value is 93%, with the average value for precision and recall is 93%.*

**Keywords:** *Visual Learning Style, Auditorial Learning Style, Kinesthetic Learning Style, Forward Selection, Naïve Bayes.*