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ABSTRACT

Most of the products of Korean culture began to be in demand and favored around the world, such as drama films, songs, fashion and food. The wide spread of Korean culture has been driven by a new phenomenon related to Korean culture which has spread almost all over the world, namely *Korean Wave or Hallyu*. In Indonesia, many Indonesians are starting to learn and like Korean culture, from young people to older people who are interested in Korean culture, especially from social media. This phenomenon has created new business opportunities related to Korean food in Indonesia. Many Indonesians want to try South Korean food after watching Korean dramas through social media or vlogs made by Korean artists on YouTube. The purpose of this study was to determine the perception of Indonesian people towards South Korean food through social media Twitter and YouTube. This study measures sentiment analysis from the perspective of the Indonesian people. The method used is the Naive Bayes algorithm to classify data. The results show that Korean food is in great demand by the people of Indonesia. This means that the opportunity to start a Korean food business in Indonesia is wide open. So this research can be a good recommendation and opportunity to develop a culinary business related to South Korean culture which is booming and growing rapidly.

Keywords*: Indonesian, Korean Food, Naive Bayes, Sentiment Analysis*