

ABSTRACT

COMPARISON OF SUPPORT VECTOR MACHINE AND NAÏVE BAYES METHODS FOR SENTIMENT ANALYSIS OF BEAUTY PRODUCT OPINION (CASE STUDY: LACOCO WATERMELON GLOW MASK)

By

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Muntang Village is located in Kemangkön District, Purbalingga Regency. However, the people of Muntang Village have less technological ability (technology stuttering). This makes the product marketing process produced by the Muntang Village community not optimal. To overcome the problems above, it is necessary to use technology such as websites, use of social media, and market places. Utilization of technology in order to expand the market for product sales so as to boost product sales. The proposal put forward to increase the expansion of the marketing area is to utilize website technology, social media, and market places. Utilization of this technology can expand the marketing area so as to boost product sales. This social project focuses on creating websites, social media, and market places for every business in Muntang Village. With the hope of creating an expansion of the product sales market so as to boost product sales in this village.

Keywords: UMKM, Product, Market Place, Website

BAB I PENDAHULUAN

1.1 Latar Belakang

Desa merupakan tempat yang memiliki potensi dalam melakukan sebuah bisnis dimana setiap desa memiliki keistimewaan masing masing, bisa dari sumber daya manusia maupun dari sumber daya alam yang dimiliki desa tersebut. Desa Muntang berada di Kecamatan Kemangkon, Kabupaten Purbalingga merupakan desa dengan masyarakat yang aktif dalam menggerakkan Usaha Mikro Kecil Menengah (UMKM) khususnya dibidang makanan dan kerajinan. Dimana desa tersebut memiliki sumber daya manusia yang memiliki jiwa berbisnis yang tinggi. Desa Muntang memiliki potensi yang baik dimana, desa tersebut memiliki UMKM yang bergerak di beberapa bidang makanan dan kerajinan.



Gambar 1. 1 Contoh Produk

Menurut Raden Roro Hendarti selaku kaur kesra Desa Muntang masyarakat di Desa Muntang aktif bergerak dalam kegiatan UMKM. Namun, masyarakat Desa Muntang memiliki kemampuan teknologi yang