# ABSTRACT

*Sentiment analysis is a field of study that focuses on research related to opinions, judgments, evaluations, sentiments, attitudes and emotions related to entities such as products, services, organizations, individuals, events, topics and other attributes. In the digital era, nowadays many social media are used by the community, one of which is widely used, namely Twitter social media. Social media is widely used by the public to express opinions on events or cases that are happening. An example of a case that is currently being discussed a lot is the case of religious intolerance that is currently happening in India. China, and Myanmar. To find out the public opinion on this case, a research on sentiment analysis was conducted. The purpose of this research is that the system built is able to classify positive and negative opinionated sentences on tweets about religious intolerance using thealgorithm naïve Bayes multinomial with theanalysis method Cross Industry Standard Process for Data Mining (CRISP-DM). Based on the results of the evaluation with 5 different types of experiments, the classification results of 2342 data obtained 90.3% accuracy results. The accuracy results show that thealgorithm naïve Bayes multinomial can work very well in determining positive and negative opinionated sentences.*

*Keywords: Sentiment analysis, multinomial naïve bayes, religious intolerance, text mining, Cross Industry Standard Process for Data Mining*