

ABSTRACT

APPLICATION OF THE NAÏVE BAYES METHOD FOR CLASSIFYING THE INFLUENCE OF INSTAGRAM CONTENT ON BRAND AWARENESS OF IIB DARMAJAYA USING PYTHON

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Social media, particularly Instagram, plays an essential role in shaping brand awareness for educational institutions. Visual content presented on the platform can influence audience perceptions and interest in a brand. This study aims to classify the level of influence of Instagram content on the brand awareness of IIB Darmajaya using the Naïve Bayes method implemented in the Python programming language. The data used in this research were collected through questionnaires distributed to followers of the official Instagram account of IIB Darmajaya, along with visual content extracted from the institution's social media feed. The research process involved data collection, data preprocessing, feature extraction, class labelling, and the application of the Naïve Bayes algorithm for classification. Model performance was evaluated using a confusion matrix to obtain accuracy, precision, recall, and F1-score values. The results showed that the Naïve Bayes method successfully classifies the influence of Instagram content on brand awareness with satisfactory accuracy. The model further indicates that visual elements, design quality, informational clarity, and content interaction significantly contribute to enhancing brand awareness. Therefore, this study can serve as a reference for educational institutions in designing more effective digital content strategies.

Keywords: Naïve Bayes, Instagram, Brand Awareness, Python, Classification

