# INTISARI

Perkembangan teknologi dan internet telah mengubah dunia game, sekarang game sudah bisa dilakukan secara online bersama pemain lain, salah satunya game MOBA Mobile Legends yang populer di Indonesia. Ulasan pengguna di Google Play Store menjadi sumber penting untuk memahami sentimen pengguna terhadap game ini dan perbaikan kedepannya. Oleh karena itu peneliti bertujuan untuk melakukan analisis sentimen pemain game Mobile Legend di Google Play Store menggunakan algoritma Support Vector Machine (SVM) dan Logistic Regression untuk mengetahui sentimen pengguna terhadap game Mobile Legends. Peneliti menggunakan data metode Knowledge Discovery in Database (KDD), yang meliputi Data Selection, Preprocessing, Transformation, Data Mining, dan Evaluation. Data yang digunakan adalah ulasan atau review game Mobile Legends sebanyak 2000 data. Terdapat tiga skenario pengujian, yaitu 70:30, 80:20, 90:10, Hasil terbaik ditunjukan pada skenario kedua yaitu 80:20 (80% data training dan 20% data testing) menggunakan algoritma Support Vector Machine (SVM) yang menghasilkan accuracy 95,24%, precision 96,20%, recall 94,40% dan f1-score 95,29%, sedangkan algoritma Logistic Regression menghasilkan accuracy 93,33%, precision 90,87%, recall 95,60% dan f1-score 93,18%. Hasil analisis sentimen menunjukan bahwa pemain game Mobile Legend cenderung memberikan ulasan negatif. Sentimen negatif yang paling banyak muncul yaitu "game", "dark", "sistem", "tolong", "pindah", "jaring", "tolol", "kalah". Hal ini menunjukan bahwa banyak pemain mengalami "dark sistem" atau sistem pembuat pertandingan yang buruk dan masalah jaringan yang membuat pemain sering mengalami kekalahan.

Kata kunci: analisis sentimen, mobile legends, svm, logistic regression, tf-idf

# ABSTRACT

Technological and internet advancements have transformed the gaming world, allowing games to be played online with other players. One such game is the MOBA game Mobile Legends, which is popular in Indonesia. User reviews on Google Play Store serve as a crucial source for understanding user sentiment toward this game and for future improvements. Therefore, the researchers aim to conduct a sentiment analysis of Mobile Legends players' reviews on Google Play Store using Support Vector Machine (SVM) and Logistic Regression algorithms to understand user sentiment toward Mobile Legends. The researchers utilized the Knowledge Discovery in Database (KDD) methodology, which includes Data Selection, Preprocessing, Transformation, Data Mining, and Evaluation. The data used consisted of 2000 reviews of the Mobile Legends game. Three testing scenarios were employed: 70:30, 80:20, and 90:10. The best results were observed in the second scenario, 80:20 (80% training data and 20% testing data), using the Support Vector Machine (SVM) algorithm, which achieved an accuracy of 95.24%, precision of 94.40%, recall of 96.20%, and F1-score of 95.29%. Meanwhile, the Logistic Regression algorithm achieved an accuracy of 93.33%, precision of 95.60%, recall of 90.87%, and F1-score of 93.18%. Sentiment analysis results indicate that Mobile Legends players tend to give negative reviews. The most frequently appearing negative sentiments include "game," "dark," "system," "please," "move," "network," "stupid," and "lose." This indicates that many players experience a "dark system" or poor matchmaking system and network issues, leading to frequent losses.

Keywords: analysis sentiment, mobile legends, svm, logistic regression, tf-idf