

INTISARI

Ulasan pengguna adalah sumber informasi penting untuk mengetahui kepuasan pengguna terhadap aplikasi digital. Dengan menggunakan algoritma naive bayes, penelitian ini bertujuan untuk mengetahui seberapa besar pengguna alfaGift merasakan kepuasan menggunakan aplikasi alfaGift. Data ulasan dikumpulkan dari google play store dan melalui proses preprocessing teks seperti text cleaning, case folding, stopword removal, tokenizing, stemming. Setelah data dibersihkan, data dibagi menjadi data training dan data uji. Pengujian menunjukkan bahwa algoritma naive bayes mampu mengklasifikasikan sentimen dengan akurasi sebesar 85.71%, precision 88.48%, recall 90.49% pada kelas positif, dari hasil tersebut maka ulasan konsumen cenderung positif, dan metode naive bayes berhasil menganalisis sentimen ulasan pengguna.

Kata kunci: data, ulasan, naive bayes, pengguna

ABSTRACT

User reviews are an important source of information to determine user satisfaction with digital applications. By using the naive bayes algorithm, this study aims to determine how much alfaGift users feel satisfied using the alfaGift application. Review data was collected from the google play store and through text preprocessing processes such as text cleaning, case folding, stopwords removal, tokenizing, stemming. After the data was cleaned, the data was divided into training data and test data. Testing showed that the naive bayes algorithm was able to classify sentiment with an accuracy of 85.71%, precision 88.48%, recall 90.49% in the positive class, from these results consumer reviews tend to be positive, and the naive bayes method successfully analyzed user review sentiment.

Keywords: data, reviews, naive bayes, users

