

INTISARI

Internet telah menjadi sarana utama untuk interaksi dan perdagangan, mempermudah proses bisnis daring yang diminati masyarakat. Pengguna internet dapat memberikan ulasan dan mengekspresikan emosi melalui konten buatan pengguna. Dalam era persaingan bisnis yang ketat, teknologi menjadi kunci dalam strategi pemasaran online. Shopee telah menjadi salah satu pasar daring terpopuler di Indonesia. Namun, meskipun menawarkan banyak keuntungan dan kemudahan, Shopee juga menghadapi berbagai masalah, seperti penipuan, ketidaksesuaian barang dengan gambar, dan kesalahan pengiriman dalam layanan COD (Cash On Delivery), yang mendorong pengguna untuk mengajukan keluhan melalui media sosial. Data mining, sebagai proses ekstraksi informasi berharga dari dataset besar, menjadi fokus utama dan penelitian ini menggunakan metode naïve bayes. Salah satu tujuan utama penelitian adalah mengukur performa algoritma naïve bayes dalam analisis sentimen produk e-commerce berdasarkan ulasan pelanggan terhadap layanan pengiriman COD (Cash On Delivery) Shopee. Dalam evaluasi dan pengujian menggunakan 1303 dataset ulasan produk e-commerce pada layanan Shopee COD (Cash On Delivery) yang di dapat dari situs kaggle. Algoritma naïve bayes menunjukkan tingkat akurasi sebesar 96,55%. Keberhasilan ini menyoroti kemampuan algoritma naïve bayes dalam mengklasifikasikan ulasan produk e-commerce secara efektif, khususnya layanan Shopee COD (Cash On Delivery), yang menjadi fokus utama dalam penelitian.

Kata kunci: E-commerce, Sentiment Analysis, Naïve Bayes Classifier

ABSTRACT

The internet has become the main means for interaction and commerce, facilitating online business processes that are of interest to the public. Internet users can leave reviews and express emotions through user-generated content. In an era of intense business competition, technology is key in online marketing strategies. Shopee has become one of the most popular online marketplaces in Indonesia. However, even though it offers many benefits and conveniences, Shopee also faces various problems, such as fraud, mismatch of goods with images, and delivery errors in COD (Cash On Delivery) services, which encourage users to submit complaints via social media. Data mining, as the process of extracting valuable information from large datasets, is the main focus and this research uses the Naïve Bayes method. One of the main research objectives is to measure the performance of the Naive Bayes algorithm in e-commerce product sentiment analysis based on customer reviews of Shopee's COD (Cash On Delivery) delivery service. In the evaluation and testing using 1303 datasets of e-commerce product reviews on the Shopee COD (Cash On Delivery) service obtained from the Kaggle site. The Naive Bayes algorithm shows an accuracy rate of 96.55%. This success highlights the ability of the Naive Bayes algorithm to effectively classify e-commerce product reviews, especially the Shopee COD (Cash On Delivery) service, which was the main focus of the research.

Keywords: E-commerce, Sentiment Analysis, Naïve Bayes Classifier