INTISARI

Ulasan pengguna pada aplikasi eFootball 2025 Mobile di Google Play Store seringkali mencerminkan ketidakpuasan terhadap kontrol, kualitas grafis, bug teknis, dan masalah konektivitas, yang berpotensi mempengaruhi reputasi aplikasi dan keputusan unduhan pengguna. Penelitian ini bertujuan untuk melakukan analisis sentimen terhadap ulasan dan rating pengguna eFootball 2025 Mobile menggunakan metode Support Vector Machine (SVM) dan mengatasi ketidakseimbangan data sentimen dengan teknik Synthetic Minority Over-sampling Technique (SMOTE). Sebanyak 1.900 ulasan berbahasa Indonesia dari Maret hingga Mei 2025 dikumpulkan dari Google Play Store melalui web scraping dan diproses melalui tahapan preprocessing (cleaning, case folding, tokenizing, normalization, stopword removal, stemming), lalu dilabeli secara manual menjadi positif, negatif, dan netral, dengan distribusi data yang menunjukkan ketidakseimbangan signifikan. Untuk mengatasi ini, data latih dibagi 50:50 dan SMOTE diterapkan untuk menyeimbangkan jumlah data di setiap kelas. Implementasi model SVM tanpa SMOTE menghasilkan akurasi 76,63% dengan kinerja buruk pada kelas minoritas, namun setelah penerapan SMOTE, performa model SVM meningkat signifikan menjadi 83,64%, terutama pada kelas negatif (precision 0,84; recall 0,87; f1-score 0,85) dan kelas netral (precision 0,86; recall 0,88; f1-score 0,87) yang sebelumnya tidak terklasifikasi dengan baik. Dari hasil penelitian ini menunjukkan bahwa kombinasi SVM dengan SMOTE efektif dalam meningkatkan performa klasifikasi sentimen, terutama untuk mengatasi masalah ketidakseimbangan data pada ulasan pengguna, dan dapat menjadi wawasan berharga bagi pengembang eFootball 2025 Mobile untuk memahami persepsi pengguna secara lebih akurat dan memprioritaskan perbaikan aplikasi.

Kata Kunci: Analisis Sentimen, eFootball 2025 Mobile, Ulasan Pengguna, Support Vector Machine (SVM), SMOTE, Google Play Store, Klasifikasi Teks.

ABSTRACT

User reviews for eFootball 2025 Mobile on the Google Play Store frequently reflect dissatisfaction with controls, graphics quality, technical bugs, and connectivity issues, which can potentially impact the app's reputation and user download decisions. This study aims to conduct sentiment analysis on eFootball 2025 Mobile user reviews and ratings using the Support Vector Machine (SVM) method and to address data imbalance with the Synthetic Minority Over-sampling Technique (SMOTE). A total of 1,900 Indonesian-language reviews from March to May 2025 were collected from the Google Play Store via web scraping and processed through preprocessing stages (cleaning, case folding, tokenizing, normalization, stopword removal, stemming). These were then manually labeled as positive, negative, and neutral, revealing a significant data imbalance. To mitigate this, the training data was split 50:50, and SMOTE was applied to balance the number of data points in each class. The initial SVM model without SMOTE yielded an accuracy of 76.63%, showing poor performance for minority classes. However, after applying SMOTE, the SVM model's performance significantly improved to 83.64% accuracy, particularly for the negative (precision 0.84; recall 0.87; f1-score 0.85) and neutral (precision 0.86; recall 0.88; f1-score 0.87) classes, which were previously poorly classified. These findings indicate that the combination of SVM with SMOTE is effective in enhancing sentiment classification performance, especially for addressing data imbalance in user reviews, and can provide valuable insights for eFootball 2025 Mobile developers to more accurately understand user perceptions and prioritize app improvements.

Keywords: Sentiment Analysis, eFootball 2025 Mobile, User Reviews, Support Vector Machine (SVM), SMOTE, Google Play Store, Text Classification.