

ABSTRACT

Shifa Oktavia Azzahra, 11120097

Aspect-Based Sentiment Analysis of User Reviews of the Fizzo Online Novel Application on Google Playstore Using the Support Vector Machine Method

Thesis. Department of Information Systems, Faculty of Computer Science and Information Technology, Gunadarma University, 2024.

Keywords: Analysis, Sentiment, Aspect-Based, Fizzo, SVM, Data, Review.

(xv + 70 + Appendices)

Google Play Store provides digital content such as games, applications, movies, music, and books with various categories. In reading applications, especially online novels, there are various applications on the Google Play Store site, one of which is Fizzo. Fizzo is a free novel reading platform online, each user can get a commission in the form of money when they can complete the event mission. Fizzo Novel attracts attention because of the large number of users and reviews on the Google Play Store, making it a suitable subject for sentiment analysis. Sentiment analysis is needed with the aim of knowing public opinion on the Fizzo application. There are several types of sentiment analysis, one of which is aspect-based sentiment analysis (ABSA), which is an analysis to determine the influential aspects of customers. In this study, sentiment classification based on aspects using Support Vector Machine was carried out. Determination of the number of aspects is done by topic modeling using Latent Dirichlet Allocation, which results in 3 aspects, namely Reward Features, Stories and Services. Sentiment classification on the Reward Feature aspect gets an accuracy value of 82.3%, on the Story aspect gets an accuracy value of 93.7% and the Service aspect gets an accuracy value of 79.1%. The results of sentiment classification on aspects carried out by the Support Vector Machine method based on testing training data as much as 3989 data and test data as much as 999 data. The results of aspect-based sentiment analysis in this study show that the accuracy value on the "story" aspect has the highest accuracy rate with a value of 93.7% and the highest level of positive and negative reviews is owned by the Reward Feature aspect of 2091 positive reviews and 563 negative reviews.

Bibliography (2020 – 2024).