ABSTRACT

Nadira Raihanah, 14119627

ANALISIS SENTIMEN APLIKASI ROBLOX MENGGUNAKAN METODE BIDIRECTIONAL ENCODER REPRESENTATION FROM TRANSFORMERS (BERT).
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Kata kunci : Sentiment Analysis, Roblox, BERT, Deep Learning.

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This study aims to conduct a sentiment analysis of the Roblox application using the Bidirectional Encoder Representation from Transformers (BERT) method. Sentiment analysis is used to identify and analyze user feelings or sentiments towards the Roblox application. This analysis can also be used as evaluation material for future application improvements. This study used a dataset totaling 17,428 reviews data obtained through web scraping on Google Play Store reviews which then went through a data preprocessing, namely case folding, data cleaning, tokenization, stopwords removal, and normalization with the help of the NLTK library. The sentiment analysis method is used to process data and classify user sentiments into positive, negative, or neutral. This study uses hyperparameters such as batch size of 32, learning rate of 3e-6, and epoch 5 in model training. The model used was the IndoBERT pre-trained model, and the results showed that the model managed to achieve an accuracy of 81%.

Daftar Pustaka (2012-2023)