ABSTRACT

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On August 10, 2023, PT KAI officially launched a ticket booking application or mobile ticketing app called Access by KAI, which is an upgrade and addition of features to the existing KAI Access app. With this new application, many users have downloaded it and provided various opinions and ratings, including criticism and praise, on the *Google Play Store*. The reviews given by users on the *Google Play Store* have various sentiments, such as positive, negative, and neutral. Sentiment analysis of these reviews can help developers understand and further improve the quality of the Access by KAI application used by passengers to book train tickets. The purpose of this sentiment analysis is to determine the number of user comments on the Access by KAI app, classified into positive, neutral, and negative sentiments. The method used involves scraping data from *Google Play Store*, totaling 4934 reviews, followed by dataset labeling, preprocessing, data splitting, training, and evaluation. In the data labeling process, classifications include positive, negative, and neutral. The preprocessing stage includes case folding, data cleaning, tokenization, stopword removal, stemming, and normalization of non-standard words. The *hyperparameter*s used for this sentiment analysis are *batch size* 32, 5 epochs, and *learning rate* 3e-6. The IndoBERT model achieved an accuracy of 86%.

Daftar Pustaka (2003-2024)