

ABSTRACT

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Sentiment Analysis of SeaBank Application Reviews on Google Play Using Support Vector Machine Algorithm.

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Keywords: sentiment analysis, Support Vector Machine, SeaBank application, user reviews, information technology.

(xiii + 55 + appendices)

The advancement of digital technology has led to the increasing use of banking applications such as SeaBank by the public, making it a relevant object for analysis to understand user sentiment towards the services provided, using the *Support Vector Machine* (SVM) classification method on user reviews of the application. The data collected consists of 2,000 recent reviews from Google Play Store, using the web scraping technique with the *google-play-scraper* library, which is then processed through preprocessing steps to generate 1,384 clean reviews ready for analysis. The preprocessing process includes cleaning, case folding, normalization, tokenizing, stopword removal, and stemming. The dataset is then split into training and testing data with an 80:20 ratio, following the standard partitioning in sentiment classification research, with 80% of the data used to train the model and the remaining 20% used for evaluation. Sentiment labeling is performed using a lexicon dictionary, resulting in two sentiment categories: "Positive" and "Negative." The SVM model is used to classify the sentiment, with an accuracy of 76.17% and more effective performance in identifying positive sentiment. Visualization using a word cloud shows the dominant words in each sentiment class.

References (2019 – 2024)