

ABSTRACT

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Analisis Sentimen Terhadap Ulasan Komentar Pada Aplikasi Dana Menggunakan Metode *INDOBERT*

Skripsi, Jurusan Sistem Informasi, Fakultas Ilmu Komputer dan Teknologi Informasi, Universitas Gunadarma, 2023.

Key word : E-Wallet, Dana, INDOBERT Method

(xiii+ 67+ Lampiran)

The rapid development of financial technology in the digital era has changed the way transactions and payments are made, particularly through the use of digital wallets and e-wallets. In Indonesia, the adaptation to non-cash payment systems, especially through e-wallets such as DANA, has become a significant trend. DANA, as one of the innovative e-wallets, offers an open platform concept that allows integration with various payment tools. However, to ensure the quality and acceptance of the app, accurate sentiment analysis needs to be conducted. This research aims to apply the IndoBERT sentiment analysis method to the user comment reviews of the DANA app on the Google Play Store. Using this method, reviews will be classified into three sentiment categories: positive, negative, and neutral. The results of the study based on manual calculations with the BERT method of 0.7493% can be concluded that sentiment analysis of the fund application using the BERT method gets an accuracy value that is quite high, it's just not as high as other studies.

Daftar Pustaka (2017 – 2023)