

ABSTRACT

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SENTIMENT ANALYSIS OF HALODOC APPLICATION REVIEWS ON GOOGLE PLAY STORE USING NAÏVE BAYES CLASSIFIER AND LEXICON BASED VADER METHODS

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(xii + 56 + appendix)

Halodoc is one of the platforms that provides consultation facilities with doctors which is quite attractive to users of online consulting services, but this consulting service often gets a lot of comments, especially the features on the platform. The comments provided can be used as material for analysis to determine user sentiment towards the Halodoc application service. Sentiment analysis is the process of analyzing text to search for various data sources on the internet and on various social media platforms. The purpose of this research, among others, is to conduct a sentiment analysis on user reviews of the Halodoc application taken from the Google Playstore. All the reviews obtained were classified into positive, negative and neutral sentiments using the Naïve Bayes Classifier and Lexicon Based Vader methods. Based on the results of the classification using the Naïve Bayes Classifier, the accuracy value is 0.84 or 84%, and it can be seen in the table of classification results using the Nave Bayes Classifier for neutral art that has a value of = 0 for aspects of precision, recall and f-1 score. This shows that the classification tends to be positive and negative sentiments.

Bibliography(2012-2022)