

## **ABSTRACT**

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### **SENTIMENT ANALYSIS OF WETV APPLICATIONS ON THE GOOGLE PLAY STORE SITE USING LEXICON BASED AND NAVE BAYES CLASSIFIER METHODS**

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Keywords : Analysis, Sentiment, Application, WeTV, Naive Bayes.

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WeTV is a video on demand service application owned by Tencent, a technology company from China. More than 50 million WeTV users have downloaded the WeTV application to enjoy streaming movies and series. This has led to many comments regarding the WeTV application on the Google Playstore. With so many users of the WeTV application, sentiment analysis is needed. This study discusses sentiment analysis to process WeTV application reviews on the Play Store using the Lexicon Based method and the Naive Bayes Classifier algorithm. Design and implement applications regarding the sentiment analysis process of WeTV application users from the Google Play Store application site. The research stage begins with the data collection process by taking as many as 2620 comments with a time period from April 24, 2022 to August 18, 2022, then the preprocessing stage, distribution of training data and test data, classification, and trial stage. The implementation and design of application programs related to the sentiment analysis process using the Python programming language was also carried out in the form of a GUI (Graphical User Interface). The application can display comment data that has been scraped into a file with .csv extension, can perform sentiment classification using Lexicon Based and Naive Bayes Classifier methods, can produce visualizations in the form of pie charts and histograms, can display system accuracy calculations based on confusion matrix with test data simulation. The results showed an accuracy value of 81.67% from 2358 training data and 262 test data, and can classify 116 positive sentiments with a percentage of 44.3% and 98 negative sentiments with a percentage of 37.4%.

Bibliography (2015 – 2021)