

ABSTRACT

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IMPLEMENTATION OF LEXICON BASED AND NAIVE BAYES CLASSIFIER IN SENTIMENT ANALYSIS OF FLO PERIOD & PREGNANCY APPLICATION USERS

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Keywords: Sentiment Analysis, Flo Period & Pregnancy, Lexicon Based, Naive Bayes Classifier, Python.

(xi + 40 + Lampiran)

This study aims to implement Lexicon Based and Naive Bayes Classifier methods in sentiment analysis of users of the Flo Period & Pregnancy application. User reviews were collected from the Google Play Store, then underwent pre-processing and classification to categorize sentiments as positive, neutral, or negative. The results show that the model achieved an accuracy of 83%, indicating good performance in sentiment classification, particularly for positive and neutral sentiments. However, there were some classification errors, especially in cases involving complex language contexts. To improve the model's accuracy, integrating additional techniques such as lexicon enrichment or combining it with machine learning models could be considered. Overall, this method proves reliable and can serve as a foundation for further development in understanding user needs and satisfaction with the Flo application.

References (2022 – 2024)