ABSTRACT

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COMPARISON OF SENTIMENT ANALYSIS RESULTS USING NAÏVE BAYES CLASSIFIER AND SUPPORT VECTOR MACHINE METHODS ON THE HONKAI APPLICATION: STAR RAIL

Thesis. Department of Information Systems. Faculty of Computer Science and Information Technology. Gunadarma University. 2024.

Keywords: Google Play, Honkai: Star Rail, Naïve Bayes, Sentiment, SVM.

(xiii + 69 + Attachments)

The development of information and communication technology has driven evolution in the digital entertainment industry, especially games in the turn-based Role Playing Game (RPG) genre. One of the games that stands out in this category is Honkai: Star Rail, released by miHoYo in April 2023. Despite the popularity of the game with 22 million players released in December 2023, some reviews show dissatisfaction regarding game optimization, game difficulty, and gacha mechanics. This study aims to analyze user review sentiments towards Honkai: Star Rail on the Google Play Store using the Naïve Bayes Classifier and Support Vector Machine (SVM) methods. The review data taken amounted to 2000, the data was taken from the Google Play Store with a period between April 23, 2023 to July 17, 2024. The analysis process involved a pre-processing stage and dividing the data into training data and test data. The results showed that the Naïve Bayes method produced an accuracy of 81.25%, a precision of 45.98%, a recall of 58.82%, and an f1-score of 51.64%. Meanwhile, the SVM method produced an accuracy of 81.75%, precision of 17.24%, recall of 93.75%, and f1-score of 29.06%. These findings indicate that the Naïve Bayes method is more effective in classifying user reviews. Overall, user reviews of Honkai: Star Rail tend to be positive, indicating user satisfaction with the game despite some criticisms. The results of this study can be a reference for game developers in improving the quality and user experience.

Bibliography (2018-2024)