ABSTRACT

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SENTIMENT ANALYSIS OF REVIEWS FOR THE ASTRO – GROCERIES IN MINUTES APP ON GOOGLE PLAY STORE USING BIDIRECTIONAL ENCODER REPRESENTATIONS FROM TRANSFORMERS (BERT) METHOD

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Keywords: *Sentiment Analysis, Astro – Groceries in Minutes, BERT*

(xi + 68+ attachment)

Sentiment analysis is a crucial process in understanding user perceptions of an application. This study aims to analyze the sentiment in user reviews of the "Astro – Groceries in Minutes" app available on the Google Play Store using the Bidirectional Encoder Representations from Transformers (BERT) method. BERT is a transformer-based machine learning model that captures word context bidirectionally, allowing for more accurate text representation. In this study, review data is collected, preprocessed, and then classified into positive, negative, or neutral sentiment categories. The analysis results show that the BERT method effectively classifies sentiment in app reviews with a high level of accuracy. These findings are expected to provide insights for app developers in understanding user feedback and improving the quality of the Astro app's services.

Bibliography (2014-2024)