ABSTRACT

Yasmin Khairunisa. 16119663

ANALISIS SENTIMEN PADA APLIKASI SATUSEHAT MENGGUNAKAN METODE K-NEAREST NEIGHBORS.
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(xv + 101 + Attachment)

With the rapid development of information technology, easy access to technological advances is the main source for the public in obtaining various information by simply downloading applications through the Google Play Store and App Store platforms, including information about health services such as the SATUSEHAT application. The launch of the SATUSEHAT application service has received many opinions or reviews from many people about the services available on the application, therefore a sentiment analysis will be carried out on the SATUSEHAT application. The sentiment analysis classification method in this paper uses K-Nearest Neighbors to classify data as determining positive, negative, and neutral sentiment reviews. The initial step of sentiment analysis processing is the Preprocessing stage including cleansing, case folding, slangwords, changing negated words, stopword removal, and removing excess spaces. The website is used as a visualization medium for analysis results consisting of histograms, piecharts, bar charts, wordclouds, and tables. Website visualization and processing are carried out using RStudio software, then the accuracy obtained using the K-Nearest Neighbors method is 68.3% and with an error of 31.7% on the SATUSEHAT application review.

Bibliography (2016 - 2023)