

ABSTRACT

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SENTIMENT ANALYSIS OF CHATGPT APP REVIEWS ON GOOGLE PLAY STORE USING THE BERT ALGORITHM

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(xiii+ 52 pages+ attachments)

The ChatGPT application is an artificial intelligence system designed to provide natural conversational responses in understanding context and generating relevant and in-depth answers to users, for various questions and topics with the ability to process and analyze text in real-time.

In today's digital era, sentiment analysis of user reviews has become crucial for understanding customer satisfaction and needs. Researchers focused on the sentiment reviews of ChatGPT application reviews on the Google Play Store. The sentiment analysis process in this research has several stages using BERT (Bidirectional Encoder Representations from Transformers). Sentiment analysis using the Python programming language to classify user review comments of the ChatGPT application on the Google Play Store into positive, neutral or negative sentiment has been carried out, obtaining accuracy results of 80% from a total of 2000 comment data with 1400 data included in the training data, 402 data are included in validation data, while 198 data are included in testing data. Based on the results of the sentiment analysis carried out, the percentage accuracy of ChatGPT application user sentiment was positive at 20%, neutral at 40% and negative at 10%.

Bibliography (2018-2024)