ABSTRACT

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Analisis sentimen dengan menggunakan metode Algoritma Naive Bayes dan Pembobotan TF-IDF pada Ulasan Aplikasi Mola

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(xiii + 60 + Attachment)

Living in modern times, there are many advanced and developed technologies, one of which is streaming applications. The Mola application is one of the applications that provides streaming services, especially in the world of sports and games. Often this application gets reviews from its users, especially regarding services and other features. These reviews can be used as material in determining a sentiment given to the Mola application. In the sentiment analysis carried out, comments will be taken from reviews found on Google Playstore which will then be classified into two categories, namely positive and negative. The method that will be used in this application is the Naive Bayes method with TF - IDF which functions in weighting words. This research uses the CRISP-DM methodology.

This research will use data as many as 5000 reviews taken from Google Playstore using the scraping process which then the data will pass the preprocessing stage to clean the data from some text that has no meaning. The data will then enter the *dataset* division process with a percentage of 75% training data and 25% test data. In its implementation, the method used in this study is very good at performing sentiment classification performance by producing an accuracy of 90%. The average obtained for the class in precision is 90%, recall is 90%.