ABSTRACT

Doryanna Frida Indapasha, 11119918

Sentiment Analysis Using Lexicon Based Method and Long Short-Term Memory (LSTM) Against User Reviews of AlfaGift Application on Google Play Store

Thesis. Information Systems. Faculty of Computer Science and Information Technology, Gunadarma University, 2023.

Keywords: sentiment analysis, Google Play Store, Lexicon Based, Long Short-term memory, Review, AlfaGift.

(xi+54+Appendix)

Self-Order is a modern technological innovation that allows customers to order and pay for orders independently. Sometimes, the number of daily activities we do makes us not have time to shop directly at the store and online shopping can be an easy choice. One of them is shopping at AlfaGift. Alfamart presents Alfagift, a shopping application that has been around since 2015 and is currently used by more than 10 million people. the AlfaGift application can be easily downloaded from the Google Play Store and Apple App Store. This study aims to conduct sentiment analysis based on reviews of AlfaGift users using the Lexicon Based method and Long Short-Term Memory Algorithm. The sentiment analysis process consists of several stages, namely Business Understanding, Data Understanding, Data Collection, Data Preparation, Modeling, and Evaluation. Sentiment analysis was conducted on public reviews on the Google Play Store. The collected review data is then processed and analyzed sentiment using the Lexicon Based method to automate the labeling process on review and classification data using the Long Short-Term Memory (LSTM) method. Based on the evaluation results, sentiment analysis is depicted in the form of a pie chart. The Long Short-Term Memory algorithm produces an accuracy rate of 96,34%.

Bibliography (2015-2023)