

ABSTRACT

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**ANALISIS SENTIMEN TERHADAP APLIKASI SEGARI
BERDASARKAN ULASAN PADA *GOOGLE PLAY* DENGAN METODE
*BIDIRECTIONAL ENCODER REPRESENTATION FROM
TRANSFORMERS (BERT)***

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Kata Kunci: Analisis Sentimen, BERT, *Deep Learning*, Segari, *Quick commerce*.
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Quick commerce shopping services (online flash) offer convenience with an ordering process that can be made without being limited by time and place. In addition, the shorter delivery process is one of the attractions of the quick commerce (online flash) shopping service. Fast commerce is a special business model where products are delivered within 10-30 minutes after ordering. This study analyzes sentiment toward users of a quick commerce application, Segari. In the context of the Segari, which has many user reviews, a system is needed to analyze and categorize these reviews through a sentiment analysis process. Sentiment analysis, or opinion mining, is a computational study that identifies and describes the opinions, sentiments, attitudes, emotions, judgments, or views expressed in texts. The Bidirectional Encoder Representations from Transformers (BERT) method is used to carry out this sentiment analysis classification task. The dataset was obtained through web scraping techniques on reviews on the Google Play Store. The dataset goes through the pre-processing stage, which consists of case folding, data cleaning, tokenization, and normalization. The hyperparameters used in this study were learning rate $3e-5$, epoch 5, and batch size 32. The accuracy results obtained through this study were 89%, with an accuracy of 91% positive precision, 83% negative, and 69% neutral.

Daftar Pustaka (2011-2023)