

ABSTRACT

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SENTIMENT ANALYSIS SPOTIFY APPLICATION WITH LEXICON BASED AND LONG SHORT-TERM MEMORY METHOD

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(xiii + 63 + Attachments)

Spotify is a music player application that provide a various music genre from all around the world that can be accessed on various devices, both mobile and desktop. The data shows that this application has 155 million subscription Indonesian users in 2021. Users can download this application, one of the ways is through the Google Play Store platform which also provides a review feature for users to share their opinion using the Spotify application. Sentiment analysis is needed to know the trend towards the Spotify application, whether the reviews given by users tended to be positive, neutral, or negative to provide information and consideration for potential application users as well as provide information on the prediction accuracy of the LSTM model.

The sentiment analysis process consists of several stages, collect the data, pre-processing, polarity determination, sentiment classification and the results of sentiment analysis. Sentiment analysis is carried out on public opinion on the Google Play Store in the form of review data. The collected review data is then processed and analysed for sentiment using the Lexicon Based method to see the most dominant polarity in the review data and classification using the Long Short-Term Memory (LSTM) method. The results show that the Spotify application review data has a tendency to positive sentiment which can be used as a choice for other people to use Spotify as their music player application and the LSTM method is a method that has high accuracy seen from the training model using 14,487 training data and 3,622 testing data to 5 different epochs showed the best accuracy of 90% at 75 epochs.

Bibliography (2014 – 2021)