ABSTRACT

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SENTIMENT ANALYSIS OF USER REVIEWS ON THE GLINTS APPLICATION IN GOOGLE PLAY STORE USING BIDIRECTIONAL ENCODER REPRESENTATIONS FROM TRANSFORMERS (BERT)

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(xiv + 72 + Appendix)

The development of digital technology has influenced various aspects of life, including job searching through mobile applications. One of the most popular applications in Indonesia is Glints, which provides job vacancy information and career development services. This application has received thousands of reviews on Google Play Store, reflecting both positive and negative user experiences. These reviews are important to analyze in order to identify user satisfaction and challenges. This study aims to conduct a sentiment analysis of Glints user reviews using the BERT (Bidirectional Encoder Representations from Transformers) method. The dataset consists of 5,000 reviews collected from Google Play Store, followed by preprocessing, labeling using a lexicon-based approach, and splitting the data into 70:20:10 for training, validation, and testing. The model was trained using IndoBERT for 6 epochs, with a batch size of 16 and a learning rate of 3e-6, achieving an accuracy of 90%. The results show that the BERT model successfully classified reviews into positive, negative, and neutral categories. The F1-scores achieved were 93% (negative), 90% (positive), and 58% (neutral). These findings demonstrate that BERT is effective for sentiment analysis in the Indonesian language and can serve as a reference for application quality evaluation and developer decision-making.

Bibliography (2015-2025)