

ABSTRACT

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SENTIMEN ANALYSIS OF SEA BANK APPLICATION REVIEWS ON GOOGLE PLAY STORE USING NAIVE BAYES CLASSIFIER METHOD

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

Keywords: Sentimen Analysis, Application, Google Play Store, Naïve Bayes Classifier, Sea Bank, Reviews

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Technological developments in modern times have changed various aspects of life, one of which is the emergence of digital banks. The SeaBank application is a digital banking application that makes it easy for customers to carry out financial activities, from saving to transactions. On the Google Play Store service, each user can provide a review or rating of the SeaBank application service. This research aims to conduct sentimen analysis based on the reviews of SeaBank application users using the Naïve Bayes Classifier algorithm. later the reviews will be classified into two categories, namely positive and negative. In this study, we will use data as many as 1500 reviews taken from the Google Play Store using the scrapping process which will then be carried out at the pre-processing stage to clean the data from some text that has no meaning, then continued with processing this stage will perform data division, word weighting and process with the Naïve Bayes Classifier algorithm. This process will produce a classification model that is used to train data to generate review categories. In its implementation, the method used in this study is very good at performing sentimen classification performance by producing an accuracy of 95% and reviews of the Sea Bank application tend to have positive sentimen from users who feel quite satisfied with the features and services provided by the application.

Bibliography (2019-2024)