ABSTRACT

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Sentiment Analysist of TikTok Application Reviews on Google Play Store Using BERT Method (*Bidirectional Encorder Representasions From Transformers*).

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TikTok is the official Social Media Application from TikTok. The TikTok Application on the Play Store has been downloaded by more than 100 Million Users with a rating of 4.4 / 5.0 and more than 10 Million reviews. A Sentiment analys is needed to find out user opinion regarding user satisfaction in using the TikTok Application, The stages of the sentiment classifiacation and the preparation of sentiment analys results. Data Resulting from comments that have gone through the pre-processing stage are determined by intial sentiment using the Bidirectional Encorder Representations from Transformers (BERT) Method. In this study, 50.000 Datasets were used. Calculation of the levels of accuracy between actual sentiments using The Monfussion Matrix test. The results obtained is 96.65%. The results of this study indicate that the TikTok Application comments have a tendency of negative sentiment when comments are taken.

Bibliography (2017 - 2023)