

## ABSTRACT

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### **SENTIMENT ANALYSIS OF M-BANKING LIVIN' BY MANDIRI APPLICATION ON GOOGLE PLAYSTORE USING BERT METHOD**

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Keywords: Sentiment Analysis, Confusion Matrix, BERT, Google Play Store, Livin' by Mandiri.

(xv + 74+ Attachment)

Livin' by Mandiri is a Bank Mandiri mobile banking application that makes it easier for customers to manage their finances. The Livin' by Mandiri application on the Play Store has been downloaded more than 10 million times with a rating of 3.8/5.0 from more than 451,000 reviews. A sentiment analysis is needed to find out user opinion regarding user satisfaction in using the Livin' by Mandiri application. The sentiment process stages are data collection (scrapping), text pre-processing, sentiment classification and the preparation of sentiment analysis results. Data resulting from comments that have gone through the pre-processing stage are determined by initial sentiment using the Bidirectional Encoder Representations from Transformers (BERT) method. In this study, 3,000 datasets were used. The accuracy rate obtained is 81%. Calculation of the level of accuracy between actual sentiments using the confusion matrix test. The results of this study indicate that comments on the Livin' by Mandiri application tend to be negative when comments are taken. This website has been successfully created and can be accessed using the internet via the website [https: // http://livinbymandiri.cloud/](https://http://livinbymandiri.cloud/).

Bibliography (2019 – 2023)