ABSTRACT

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SENTIMENT ANALYSIS USERS TIKTOK APLICATION ON GOOGLE PLAY USING NAÏVE BAYES CLASSIFIER METHOD


Keywords : Sentiment Analysis, Naïve Bayes Classifier, Tiktok,

(xiv + 71 + Attachment)

In this research have been done sentiment analysis users tiktok application on google play using naïve bayes classifier, to know the quality of tiktok application can see through user reviews on the google play application, but if read the reviews as a whole it will take a long time. So that sentiment analysis is needed to classify positive sentiment and negative sentiment. The programming language used in this research is R Language. The results of the sentiment analysis are visualized into wordcloud, pie charts and histograms. From 1000 data reviews used 70% as training data and obtained 459 positive sentiments and 241 negative sentiments, 30% of the review data is used as test data obtained 224 positive sentiments and 76 negative sentiments. The results of the sentiment analysis using the Naïve Bayes classifier method obtained an accuracy of 81.67%.

Bibliography (2016-2020)