

INTISARI

PERBANDINGAN *NAIVE BAYES* DAN *SUPPORT VECTOR MACHINE* UNTUK ANALISIS SENTIMEN ULASAN APLIKASI *MOBILE* MENGUNAKAN *FASTTEXT EMBEDDING*

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Analisis sentimen sangat dibutuhkan di era digital ini. Ulasan aplikasi dapat dimanfaatkan untuk memperoleh informasi sebagai pertimbangan seseorang sebelum menggunakan suatu aplikasi. Analisis sentimen ulasan aplikasi penting dilakukan agar pengembang dapat meningkatkan kualitas aplikasi mereka. Penelitian ini melalui tahap prapemrosesan data teks ulasan. Data yang telah diolah dilakukan ekstraksi fitur menggunakan FastText. Klasifikasi data menggunakan *Naive Bayes* (NB) dan *Support Vector Machine* (SVM). Pengujian model membandingkan performa NB dan SVM. Penelitian ini menunjukkan performa SVM lebih unggul daripada NB. Hasil terbaik didapatkan pada SVM dengan akurasi 56%, presisi 52%, *recall* 48%, dan *f1-score* 49% menggunakan parameter C 10, *kernel* rbf, dan gamma 0,01, sedangkan NB mendapatkan hasil akurasi 35%, presisi 43%, *recall* 38%, dan *f1-score* 31%.

ABSTRACT

COMPARISON OF NAIVE BAYES AND SUPPORT VECTOR MACHINE FOR SENTIMENT ANALYSIS OF MOBILE APPLICATION REVIEWS USING FASTTEXT EMBEDDING

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Sentiment analysis is highly needed in this digital era. App reviews can be utilized to obtain information as a consideration before using an application. App review sentiment analysis is important to be conducted so that developers can improve the quality of their applications. This research goes through the stage of text data preprocessing of reviews. The processed data undergoes feature extraction using FastText. The data classification is done using Naive Bayes (NB) and Support Vector Machine (SVM). The system testing compares the performance of NB and SVM. This research shows that SVM outperforms NB. The best results were obtained using SVM with accuracy of 56%, precision of 52%, recall of 48%, and f1-score of 49% using parameters C 10, kernel rbf, and gamma 0.01, while NB yielded accuracy of 35%, precision of 43%, recall of 38%, and f1-score of 31%.