ANALISIS SENTIMEN APLIKASI SAYURBOX BERDASARKAN ULASAN DI GOOGLE PLAY STORE MENGGUNAKAN NAÏVE BAYES CLASSIFIER

Aqshal Win Mahara

ABSTRAK

Perdagangan elektronik, atau *e-commerce*, adalah aktivitas jual atau beli melalui internet yang meliputi pembelian, penjualan barang, layanan, dan informasi secara *online*. Pertumbuhan *e-commerce* dipicu oleh kemajuan teknologi dan internet, yang memunculkan sebuah berbagai perusahaan e-commerce, termasuk *Sayurbox*, sebuah platform e-commerce yang berfokus pada buah dan sayur – sayuran, menghadapi tantangan dalam menjaga peringkatnya yang menurun di pasar yang kompetitif. Evaluasi dilakukan melalui analisis sentimen pengguna dengan metode Naïve Bayes Classifier terhadap ulasan di *Google Play Store*. Data dikumpulkan dari Juni 2024 menggunakan cara scraping menggunakan python dan mengambil data sebanyak 1000 ulasan review dengan jenis data *public*. Data melalui tahapan scraping sebanyak 1000 data lalu tahapan preprocessing (*Cleaning, Case Folding, Tokenizing, Normalisasi, Stopword Removal, Stemming*), pembobotan kata menggunakan TF-IDF, dan pembagian data. Naïve Bayes menghasilkan accuracy 86%, precision 94.4%, recall 85%, F1-Score 89.4% dengan rasio data latih dan uji 80:20. Selain hasil klasifikasi, terdapat hasil visualisasi wordcloud beserta grafik frekuensi kata terbanyak yang digunakan untuk melakukan identifikasi sentimen positif dan negatif. Setelah melakukan visualisasi terdapat nilai positif pada barang dengan bobot 370 dan untuk kata kirim terdapat hasil negatif dengan bobot 125. Luaran lainnya yaitu dilakukan pembuatan design ui website sederhana menggunakan figma untuk melakukan visualisasi hasil.

Kata Kunci : Analisis Sentimen, *Google Play Store*, *Naïve Bayes Classifier*, Sayurbox

SENTIMENT ANALYSIS OF THE SAYURBOX APPLICATION BASED ON REVIEWS ON GOOGLE PLAY STORE USING NAÏVE BAYES CLASSIFIER

Aqshal Win Mahara

ABSTRACK

Electronic *commerce*, or *e-commerce*, is the activity of buying or selling via the internet which includes buying, selling goods, services and information online. The growth of e-commerce is fueled by advances in technology and the internet, which has given rise to various e-commerce companies, including *Sayurbox*, an e-commerce platform that focuses on fruit and vegetables, facing challenges in maintaining its declining ranking in a competitive market. Evaluation was carried out through user sentiment analysis using the Naïve Bayes Classifier method on reviews on the *Google Play Store*. Data was collected from June 2024 using scraping using Python and taking data from 1000 reviews with public data type. The data goes through scraping stages of 1000 data then preprocessing stages (*Cleaning, Case Folding, Tokenizing, Normalization, Stopword Removal, Stemming*), word weighting using TF-IDF, and data division. Naïve Bayes produces 86% accuracy, 94.4% precision, 85% recall, 89.4% F1-Score with a training and test data ratio of 80:20. Apart from the classification results, there are wordcloud visualization results along with a graph of the frequency of the most words which are used to identify positive and negative sentiments. After doing the visualization, there was a positive value for the item with a weight of 370 and for the word send there was a negative result with a weight of 125. Another outcome was the creation of a simple website UI design using Figma to visualize the results.

Keywords: Sentiment Analysis, *Google Play Store*, *Naïve Bayes Classifier*, Sayurbox