ANALISIS SENTIMEN MENGGUNAKAN METODE *SUPPORT VECTOR MACHINE* BERDASARKAN ULASAN PENGGUNA TERKAIT FAKTOR-FAKTOR KELEBIHAN DAN KEKURANGAN FITUR APLIKASI SEGARI

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ABSTRAK

Latar belakang penelitian ini adalah banyak perusahaan *e-groceries* mengalami kesulitan bertahan di pasar pasca pandemi. Contoh nyata adalah HappyFresh yang menghentikan layanannya karena kesulitan finansial dan TaniHub yang menutup layanan karena kesulitan mempertahankan profitabilitas. Namun, Segari berhasil bertahan dan mengalami pertumbuhan bisnis positif. Penelitian ini bertujuan untuk memahami faktor-faktor yang membuat aplikasi Segari mampu bertahan hingga saat ini, mengidentifikasi keunggulan dan kekurangannya, serta mengukur seberapa besar sentimen pengguna terhadap penggunaan aplikasi tersebut melalui analisis sentimen. Manfaatnya adalah Mengetahui faktor-faktor yang disukai dan yang perlu ditingkatkan pada aplikasi Segari. Metode penelitian yang digunakan adalah metode klasifikasi *support vector machine* dan kernel *linear* dengan 5437 data ulasan Segari dari Google Play Store dan App Store. Hasil penelitian menunjukkan komentar kelas positif dominan pada ulasan aplikasi Segari, sebanyak 5107 dari total data dan sisanya kelas negatif sebanyak 330 data ulasan. Kesimpulan dari penelitian ini adalah bahwa topik yang paling sering dibahas untuk sentimen positif mencakup kesegaran produk, kecepatan proses pemesanan dan pengiriman, promo menarik, dan kualitas tinggi, sedangkan sentimen negatif mencakup masalah teknis dan layanan, pengiriman dan kurir, serta pengalaman pengguna. Disarankan untuk Segari bisa meningkatkan layanannya dari sentimen negatif yang diperoleh. Performa model yang dibuat dengan menggunakan metode support vector machine dibantu dengan kernel linear mendapatkan hasil akurasi sebesar 96 persen.

Kata Kunci: Analisis sentimen, *Support Vector Machine, Kernel Linear, Segari, E-groceries*

SENTIMENT ANALYSIS UTILIZING SUPPORT VECTOR MACHINE METHOD BASED ON USER REVIEWS RELATED TO FACTORS OF ADVANTAGES AND DISADVANTAGES OF SEGARI APPLICATION FEATURES

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ABSTRACT

The background of this research is that many e-groceries companies have difficulty surviving in the post-pandemic market. Obvious examples are HappyFresh which discontinued its services due to financial difficulties and TaniHub which closed its services due to difficulties maintaining profitability. However, Segari managed to survive and experience positive business growth. This research aims to understand the factors that make the Segari application able to survive until now, identify its advantages and disadvantages, and measure how much user sentiment towards using the application through sentiment analysis. The benefit is knowing the factors that are favored and which need to be improved on the Segari application. The research method used is the support vector machine and linear kernel classification method with 5437 Segari review data from the Google Play Store and App Store. The results showed that positive class comments were dominant in Segari application reviews, as much as 5107 of the total data and the remaining negative class as much as 330 review data. The conclusion of this study is that the most frequently discussed topics for positive sentiments include product freshness, speed of the ordering and delivery process, attractive promos, and high quality, while negative sentiments include technical and service issues, shipping and couriers, and user experience. It is suggested that Segari can improve its services from the negative sentiments obtained. The performance of the model created using the support vector machine method assisted by a linear kernel obtained an accuracy result of 96 percent.

Keywords*: Sentimen Analysis, Support Vector Machine, Kernel Linear, Segari, E-groceries*