

## ABSTRACT

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Title : Analisis Sentimen Ulasan Pengguna Aplikasi OVO  
Di Android Melalui Google Play

Sentiment analysis is a process of classifying textual documents into two categories, positive and negative. The data used in this research is the OVO application review data on the Google Play site. To conduct sentiment analysis, it is necessary to process datasets that aim to understand users in the application and can improve the quality of the application. In this research, besides conducting sentiment analysis, this research also carried out the descriptive analysis and got word visualization so that it could find and resolve problems experienced by users. The classification in this research aims to determine the accuracy with the classification model of two algorithms namely multinomial naïve Bayes and K-Nearest Neighbor using 3 numbers at random\_state namely 0, 21, 42. The purpose of random\_state is to get a fixed value to run the program repeatedly reset it. The results of this research get the best accuracy with the classification method of 3 random\_state namely the Multinomial Naïve Bayes algorithm. The results of Multinomial Naïve Bayes accuracy with random\_state 0 get an accuracy of 95.0%, the number random\_state 21 gets an accuracy of 93.0%, and the number random\_state 42 gets an accuracy of 93.5%.

Key words:

sentiment analysis, multinomial naïve bayes, k-nearest neighbor

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