ABSTRAK

Putri, O.P. 2024. Penerapan *Lexicon Based Features* Terhadap *Support Vector Machine* Dalam Analisis Sentimen Aplikasi *CamScanner* Pada *Play Store*. Tugas Akhir. Program Sarjana. Program Studi Teknik Informatika. Universitas Muhammadiyah Jember.

Pembimbing: Daryanto; Qurrota A'yun.

Perkembangan teknologi pada saat ini semakin pesat terutama dalam memberikan ulasan secara online diberbagai *platform* terutama pada *Google Play Store*. *Google Play Store* menawarkan fitur ulasan yang memungkinkan pengguna memberikan ulasan yang berkaitan dengan kepuasan, kritik, serta saran untuk aplikasi yang telah diunduh. Namun sering terjadi ketidaksesuaian antara *rating* dan ulasan yang diberikan oleh pengguna, sehingga hal tersebut belum mampu mempresentasikan kualitas aplikasi secara menyeluruh. Ruang lingkup penelitian ini hanya pada ulasan aplikasi dengan sentimen yang bernilai Positif dan Negatif. Penelitian ini dalam mengolah data menerapkan *Lexicon Based Features* terhadap *Support Vector Machine (SVM)*. Penelitian ini bertujuan untuk mengetahui nilai klasifikasi secara mendalam berdasarkan data hasil ulasan *CamScanner* dalam mencari hasil Akurasi, Presisi, dan *Recall*. Akurasi tertinggi yang dihasilkan pada penelitian ini yaitu 94,4% sedangkan nilai Akurasi terendah didapatkan hasil sebesar 87%. Hasil Confusion Matrix dalam mencari Presisi pada sentimen Positif sebesar 91%, sedangkan Presisi yang diperoleh dari sentimen Negatif 77%. Hasil yang diperoleh dari *Recall* pada sentimen Positif yang didapatkan sebesar 97%, dan Negatif 48%.

Kata kunci: a*nalisis sentimen, google play store, teks mining, lexicon based features, SVM*

ABSTRACT

Putri, O.P. 2024. *Application of Lexicon Based Features to Support Vector Machine in Sentiment Analysis of the CamScanner Application on the Play Store. Undergraduate Thesis. Undergraduate Program. Informatics Engineering Study Program. University of Muhammadiyah Jember.*

Advisors: Daryanto; Qurrota A'yun.

Technological developments are currently increasingly rapid, especially in providing online reviews on various platforms, especially on the Google Play Store. Google Play Store offers a review feature that allows users to provide reviews relating to satisfaction, criticism and suggestions for applications they have downloaded. However, there is often a discrepancy between the ratings and reviews given by users, so this is not able to present the overall quality of the application. The scope of this research is only on application reviews with positive and negative sentiments. In processing data, this research applies Lexicon Based Features to Support Vector Machine (SVM). This research aims to find out the classification value in depth based on CamScanner review data in looking for Accuracy, Precision and Recall results. The highest accuracy obtained in this research was 94.4%, while the lowest accuracy value was 87%. The results of the Confusion Matrix in finding precision for positive sentiment were 91%, while the precision obtained from negative sentiment was 77%. The results obtained from Recall on Positive sentiment were 97%, and Negative 48%.

Keywords: *sentiment analysis, google play store, text mining, lexicon based features, SVM*