PROJECT REPORT

SENTIMENT ANALYSIS OPTIMIZATION OF GOJEK APPLICATION: COMPARING PERFORMANCE OF RANDOM FOREST METHOD AND SUPPORT VECTOR MACHINE, BASED ON INFORMATION GAIN AND KERNELS.

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2023

ABSTRACT

In today's digital environment, where consumer-generated content plays an important role in shaping consumer choices, the Google Play Store encourages customers to actively participate in app reviews and ratings to drive downloads decisions. On the Google Play Store, users regularly browse other users' reviews and app scores before downloading an app. This user rating study utilizes the random forest method and SVM. The evaluation is carried out based on around 1000 user reviews collected from the Gojek Indonesia application review on the Google play store. This study consists of four main steps. The first step is the data collection by scraping from the Gojek reviews and comments on Google Play Store. The next step is preprocessing text where the text is cleared of words that have no meaning and punctuation. After the text dataset that has been successfully cleaned will be done sentiment analysis. Finally, a model evaluation will be performed. Sentiment analysis divides into two categories: positive and negative. The results of this study highlight the essential value of analyzing feedback from users, as it provides app developers with helpful insights, helping them to navigate future strategic choices.

Keyword: Gojek, Reviews, Analysis.