

ABSTRACT

The Covid-19 pandemic has indeed made various daily habits change and has become a factor that accelerates digital transformation. Many applications can facilitate activities during a pandemic, one of which is the PeduliLindungi application. PeduliLindungi is a Covid-19 tracking application that's used for digital contact tracing in Indonesia. This application was developed by the Ministry of Communication and Informatics in collaboration with the Committee for Handling Covid-19 and National Economic Recovery), the Ministry of Health, and the Ministry of BUMN.

This study aims to determine user opinion on the PeduliLindungi application service based on *Data* on user reviews on the *Google Play Store*. In addition, another aim of this study is to find out the reviews that appear related to the quality of user service based on Mobile App Service Quality (MappSql) and the topic of the *Data*.

The method used in this study is to use *Text Mining* which consists of *Sentiment Analysis* to see user sentiment on application service quality and *Classification* of user reviews into the Mobile App Service Quality (MappSql) dimension using the Naïve Bayes algorithm and *Topic modeling* to view topics in detail.

Based on the *Data*, the sentiment results of the PeduliLindungi application users have 83.9% or 1508 reviews included in negative sentiments, while 16.1% or 288 other reviews are included in positive sentiments.

The study results in dimensions of functionality and topics related to functionality affect the overall *Data*. These dimensions are related to the unsatisfactory function of the PeduliLinungi application, such as bugs and *Data* that is always wrong even though it is according to the procedure. This makes the handling of Covid-19 even less satisfying because of the problems faced. The developer must immediately address this problem so that the application can be used properly and meet the expected goals.

Keywords: Mobile Application Service Quality (MappSql), Customer Insight, *Text Mining*