

DAFTAR ISI

ABSTRAK	ii
ABSTRACT	iii
LEMBAR PENGESAHAN	iv
LEMBAR PERNYATAAN ORISINALITAS	v
KATA PENGANTAR	vi
DAFTAR ISI.....	viii
DAFTAR GAMBAR	xii
DAFTAR TABEL.....	xiii
DAFTAR ISTILAH	xiv
BAB I PENDAHULUAN	1
I.1 Latar Belakang	1
I.2 Perumusan Masalah	6
I.3 Tujuan Penelitian	7
I.4 Batasan Penelitian	7
I.5 Manfaat Penelitian	7
I.6 Sistematika Penulisan.....	8
BAB II TINJAUAN PUSTAKA.....	10
II.1 <i>Financial Technology</i>	10
II.2 OVO	12
II.3 <i>Technostress</i>	13
II.4 Google Play Store	14
II.5 Analisis Sentimen	14
II.5.1 Analisis Sentimen Berbasis Aspek	15
II.5.2 <i>Machine Learning</i>	15

II.5.3 <i>Text Preprocessing</i>	16
II.5.4 <i>Support Vector Machine</i>	17
II.6 Perbandingan Algoritma <i>Support Vector Machine</i> , <i>Naïve Bayes</i> dan <i>Decision Tree</i>	18
II.7 LDA	19
II.8 <i>Topic Coherence</i>	19
II.9 <i>Bag Of Words</i>	21
II.10 TF IDF	21
II.11 <i>Confusion Matrix</i>	22
II.12 <i>SentiStrength</i>	24
II.13 Penelitian Terdahulu	25
II.13.1 <i>Effective Comparison of LDA with LSA for Topic Modelling</i>	25
II.13.2 <i>Aspect-Based Sentiment Analysis in Beauty Product Reviews Using TF-IDF and SVM Algorithm</i>	26
II.13.3 <i>Impact of Digital Technostress and Digital Technology Self-Efficacy on Fintech Usage Intention of Chinese Gen Z Consumers</i>	26
II.13.4 <i>A Comparative Analysis of Social Communication Applications Using Aspect Based Sentiment Analysis 2022</i>	27
II.13.5 <i>Aspect-Based Sentiment Analysis of KAI Access Reviews Using NBC and SVM</i>	27
II.13.6 Analisis Sentimen Berbasis Aspek Pada Aplikasi Tokopedia Menggunakan LDA Dan <i>Naïve Bayes</i>	28
BAB III METODOLOGI PENELITIAN.....	34
III.1 Kerangka Berpikir	34
III.2 Sistematika Penyelesaian Masalah	35
III.2.1 Tahap Identifikasi Masalah.....	35
III.2.2 Tahap Implementasi.....	35

III.2.3 Tahap Penutup	36
III.3 Pengumpulan Data	36
III.4 Pengolahan Data.....	37
III.5 Metode Evaluasi	37
BAB IV ANALISIS DAN PERANCANGAN	38
IV.1 <i>Text Preprocessing</i>	38
IV.1.1 Pemisahan Kalimat.....	38
IV.1.2 <i>Case Folding</i>	38
IV.1.3 <i>Removal of Punctuation</i>	39
IV.1.4 <i>Removal of Number</i>	39
IV.1.5 <i>Spelling Correction</i>	40
IV.1.6 <i>Stemming</i>	40
IV.1.7 <i>Stopword Removal</i>	41
IV.1.8 <i>Null Value Removal</i>	41
IV.2 Pemodelan Topik	41
IV.2.1 Pembobotan Kata.....	41
IV.2.2 Pembuatan Model LDA.....	42
IV.2.3 Evaluasi	43
IV.3 Analisis Sentimen Berbasis Aspek.....	46
IV.3.1 <i>Aspect Extraction</i>	46
IV.3.2 <i>Aspect Sentiment Classification</i>	47
IV.4 <i>Split Dataset</i>	49
IV.5 TF-IDF	50
IV.6 Implementasi <i>Support Vector Machine</i>	51
BAB V HASIL DAN PEMBAHASAN.....	53
V.1 Evaluasi dan Validasi	53

V.2 Visualisasi <i>Word Cloud</i>	59
V.3 Grafik.....	63
BAB VI KESIMPULAN DAN SARAN	67
VI.1 Kesimpulan.....	67
VI.2 Saran.....	68
DAFTAR PUSTAKA	70