

ABSTRACT

Review is one of the most important feature of application on Google Play Store. Review can be used by user to rate and share their experince with the application with text review. But for some cases, there are some review that don't align with the star rating that was given from user. For example, if user gave a 5 star rating but their text review are written as negative experience. This research builds a classifier that can be used to compare the text review with the star rating. The method that used in this research is Naïve Bayes, especially Multinomial Naïve Bayes to ease the classification process because Multinomial Naïve Bayes is specialized in text classification. From this research, the highest accuracy that produced is 78,9% for review with 5 star and 1 star review, and the lowest with 73,7% for all rating except 3 star review.

Keywords: classification, sentiment analysis, application review, naïve bayes, multinomial naïve bayes