

ABSTRACT

The rapid use of the Internet can be used by e-commerce companies to improve their performance and services. In Indonesia, many e-commerce sites have been easily accessed via mobile platforms such as Google Play store. Bukalapak is one of the e-commerce companies in Indonesia and is ranked second in the top 10 e-commerce companies from Indonesia based on price.co.id data. This research was conducted to categorize and analyze user views of the Bukalapak application by utilizing user review data taken from the comments / reviews column on the Bukalapak application. The large amount of Bukalapak user review data makes the analysis process difficult and less effective. To solve this problem, the sentiment analysis method for user reviews use the Naïve Bayes Classifier (NBC) algorithm. The data used is web scraping data from the Bukalapak application on the Playstore. Then sentiment analysis was carried out on reviews, the stages for conducting a sentiment analysis in this study were data pre-processing, feature extraction, classification and evaluation. The resulting model then tested for accuracy, precision, recall and measurement. The results of the analysis are in the form of positive, negative, and neutral sentiments. From the results of the sentiment analysis using the Naïve Bayes Classifier (NBC), it was obtained a value of 83%, 82% Precision value, 80.33% recall, 80.66% f1-score. The results of the sentiment analysis were then visualized using wordcloud to see the words that often appear in each sentiment. From the results of this study, positive sentiment can be used as a reference to maintain service quality and sentiment results that can be used as evaluation materials in improving Bukalapak application services.

Keywords— E-commerce, reviews, sentiment analysis, Naïve Bayes