Abstrak

Among many film streaming platforms that have sprung up, Netflix is the platform that has the most subscribers compared to the other platforms. However, not all reviews provided by the Netflix users are good reviews. There are 3 main types of aspects that users talk about in written reviews, namely payment (pembayaran), system (sistem), and film aspects. Then, the topic modeling process is carried out usuing the Latent Dirichlet Allocation (LDA) method. After that, the classification process using the Support Vector Machine (SVM) method will be carried out to determine whether each of these reviews is included in the positive or negative class (Sentiment Analysis). This study resulted in the performance value in each aspect of 84.71% in the payment aspect, 74.88% in the system aspect, and 88.54% in the film aspect. Thus, the highest total average value produced in this study using the LDA and SVM methods with a total of 40 topics, and without running the filtering process with the score of 85.76%..

Keywords: LDA, SVM, Sentiment Analysis