
Abstract

During Covid-19 pandemic almost all community activities are conducted from home, video conference technology is needed for people to carry out their normal activities from home. One of the video conference applications is ZOOM Cloud Meetings. Applications certainly has reviews given by its users as a reference for new users and companies of the application to know the performance of the application. However, in reviews there are constraints that are the number of reviews as well as irregular. Therefore, a solution is needed with the existence of sentiment analysis that aims to classify the reviews of the application to be organized by categorizing positive or negative sentiment. In this study, aspect-based sentiment analysis was conducted on ZOOM Cloud Meetings app reviews sourced from Google Play Store. The results of the analysis of the review data obtained 3 aspects, namely aspects of usability, system, and appearance. The topic modelling used are Latent Dirichlet Allocation (LDA) method and classification using the Support Vector Machine (SVM). This research resulted in the best performance with the accuracy of display aspect accuracy is 94.78%, system aspect with 91.2% and usability aspect 88.83%. While the performance accuracy of all aspects 91.61%.

Keywords: LDA, SVM, review, aspect