

Abstract

The shifting of playing songs digitally is supported by the ease of access on various devices, allowing a user to listen anytime and anywhere. Spotify is the number one platform of free music and audio services with nearly 422 million active users and has a 31% global market share of audio music platforms. With the number of downloads that have reached one million times, Spotify has received ratings and reviews by its users. Users are giving the freedom to express satisfaction, criticism, and suggestions for the application. These reviews can be more useful as a feedback for the company to improve services and develop for further innovations. Sentiment analysis is needed to process a review into helpful information with several stages of data cleaning. The weighting using TF-IDF has done before entering classification process using Naive Bayes and Support Vector Machine. The highest F1-score value using SVM kernel RBF with C and gamma optimum produce a F1-Score value 84% on the Spotify application review dataset in the GooglePlay Store.

Keywords: *Naive Bayes. Support Vector Machine, Spotify, Sentiment Analysis, Review*