Analisis Sentimen Pada Ulasan Aplikasi Ferizy Menggunakan Metode LSTM Dan Word2Vec

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Abstract

Transportation is crucial for people in their daily mobility, much like technology plays a vital role and can simplify people's lives. The government has begun optimizing transportation infrastructure development and initiating digital innovations. One such innovation is in maritime transportation. In 2020, PT. ASDP (Indonesian River, Lake, and Ferry Transportation) launched the Ferizy application on Google Playstore. In this innovative concept, public sentiment can help determine satisfaction levels, shortcomings, suggestions, and criticisms. Consequently, sentiment analysis is needed to automatically understand, extract review data, and process textual data to identify sentiments within a review. This research implements Long Short-Term Memory (LSTM) classification and Word2Vec feature extraction with skip-gram and CBOW variations on the Ferizy application review dataset. Testing results from the model yield an accuracy rate of 88.20% for skip-gram variation and 74.20% for CBOW variation.

Keywords: Ferizy, Google Playstore, Sentiment Analysis, *Long Short-Term Memory*