

DAFTAR ISI

ABSTRAK	ii
<i>ABSTRACT</i>	iii
LEMBAR PENGESAHAN	iv
LEMBAR PERNYATAAN ORISINALITAS	v
KATA PENGANTAR	vi
DAFTAR ISI	vii
DAFTAR GAMBAR	x
DAFTAR TABEL	xi
DAFTAR ISTILAH	xii
BAB I PENDAHULUAN	1
I.1 Latar Belakang	1
I.2 Perumusan Masalah	4
I.3 Tujuan Penelitian	4
I.4 Batasan Penelitian	4
I.5 Manfaat Penelitian	4
I.6 Sistematika Penulisan	5
BAB II TINJAUAN PUSTAKA	6
II.1 Ruangguru	6
II.2 Google Play	6
II.3 <i>Customer Satisfaction</i>	6
II.4 <i>Knowledge Discovery in Database</i>	7
II.5 <i>Text Mining</i>	7
II.6 <i>Sentiment Analysis</i>	8
II.7 <i>Labeling</i>	8
II.8 <i>Text Preprocessing</i>	9
II.8.1 <i>Data Cleaning</i>	9
II.8.2 <i>Tokenization</i>	9
II.8.3 <i>Stopword Removal</i>	10

II.8.4	<i>Stemming</i>	10
II.9	<i>Splitting</i>	10
II.10	<i>TF-IDF</i>	11
II.11	<i>Support Vector Machine (SVM)</i>	11
II.12	<i>Confusion Matrix</i>	14
II.13	<i>K-fold Cross Validation</i>	15
II.14	<i>Topic Modeling</i>	15
II.15	<i>Latent Dirichlet Allocation (LDA)</i>	16
II.16	<i>Topic Coherence</i>	16
II.17	<i>Wordcloud</i>	17
II.18	Penelitian Terdahulu	17
BAB III METODOLOGI PENELITIAN		22
III.1	Kerangka Berpikir	22
III.2	Sistematika Penyelesaian Masalah	23
III.3	Pengumpulan Data	25
III.4	Pengolahan Data	25
III.5	Metode Evaluasi	26
III.5.1	<i>Confusion Matrix</i>	26
III.5.2	<i>K-fold Cross Validation</i>	26
III.5.3	<i>Topic Coherence</i>	26
III.6	Alasan Pemilihan Algoritma	27
BAB IV ANALISIS DAN PERANCANGAN		28
IV.1	Pengumpulan Data	28
IV.2	<i>Exploratory Data Analysis</i>	28
IV.3	<i>Data Labeling</i>	35
IV.4	<i>Text Preprocessing</i>	36
IV.4.1	<i>Data Cleaning</i>	36
IV.4.2	<i>Tokenization</i>	36
IV.4.3	<i>Stopwords Removal</i>	37
IV.4.4	<i>Stemming</i>	38
IV.5	<i>Splitting</i>	38
IV.6	<i>TF-IDF</i>	39

IV.6.1	Perhitungan <i>TF</i>	39
IV.6.2	Perhitungan <i>IDF</i>	40
IV.6.3	Perhitungan <i>TF-IDF</i>	41
IV.7	Perancangan Model <i>Support Vector Machine</i>	42
IV.8	Evaluasi dengan <i>Confusion Matrix</i>	43
IV.9	<i>K-fold Cross Validation</i>	44
IV.10	Perancangan Algoritma <i>Latent Dirichlet Allocation</i>	45
IV.11	Evaluasi dengan <i>Topic Coherence</i>	46
IV.12	<i>Wordcloud</i>	47
BAB V IMPLEMENTASI DAN ANALISIS HASIL		48
V.1	Implementasi Algoritma <i>Support Vector Machine</i>	48
V.2	Evaluasi Model <i>Support Vector Machine</i>	48
V.3	Analisis Hasil Model <i>Support Vector Machine</i>	52
V.4	Implementasi Algoritma <i>Latent Dirichlet Allocation</i>	53
V.5	Evaluasi Model <i>Latent Dirichlet Allocation</i>	54
V.6	Analisis Hasil Model <i>Latent Dirichlet Allocation</i>	55
BAB VI KESIMPULAN DAN SARAN		60
VI.1	Kesimpulan	60
VI.2	Saran	61
DAFTAR PUSTAKA		62