Analisis Sentimen Pada Ulasan Video Game Menggunakan Algoritma BERT

Alfito De Vaga Mayavanny[1], Bernadus Anggo Seno Aji[2], Berlian Rahmy Lidiawaty[3]

[1,2]Fakultas Informatika, Universitas Telkom, Bandung
[3]Fakultas Rekayasa Industri, Universitas Telkom, Bandung
[1]alfitodevaga@students.telkomuniversity.ac.id, [2] bernadusanggosenoaji@telkomuniversity.ac.id,
[3]berlianerel@telkomuniversity.ac.id

Abstract

   Game developers face challenges in analyzing sentiment from the large number of video game reviews on online platforms. Reviews are very useful for game developers in understanding user needs for their products, so that developers can determine what needs to be improved in their products. However, the large number of video game reviews on online platforms makes manual analysis difficult to do. Automated sentiment analysis is needed to understand user reviews faster and more accurately, resulting in a better video game user experience. The BERT (Bidirectional Encoders Representation from Transformers) algorithm is used in this study to conduct sentiment analysis of video game reviews by classifying reviews into two classes, namely Recommended and Not Recommended, with an accuracy value reaching 91%.

Keywords: Video Games, Sentiment Analysis, Reviews, BERT Algorithm