

DAFTAR GAMBAR

Gambar 1. 1 Survey pembelian produk di e-commerce.....	2
Gambar 1. 2 Survey pengunjung platform e-commerce di Indonesia	2
Gambar 3. 1 Konsep SVM Mencari Hyperlane Terbaik	17
Gambar 3. 2 Diagram Alir penelitian	24
Gambar 4. 1 Source code translate teks	35
Gambar 4. 2 Source code pelabelan data	36
Gambar 4. 3 Source code encode label	37
Gambar 4. 4 Source code tahapan cleaning	39
Gambar 4. 5 Source code tahapan case folding	40
Gambar 4. 6 Source code tahapan tokenizing	41
Gambar 4. 7 Source code tahapan normalisasi	43
Gambar 4. 8 Source code tahapan stopwords removal.....	44
Gambar 4. 9 Source code tahapan stemming	46
Gambar 4. 10 Source Code TF-IDF	47
Gambar 4. 11 Source code tahapan split data	49
Gambar 4. 12 Visualisasi hasil split data	50
Gambar 4. 13 Source code tahapan balancing labels.....	51
Gambar 4. 14 Visualisasi hasil balancing labels	52
Gambar 4. 15 Source code klasifikasi naïve bayes	53
Gambar 4. 16 Source code klasifikasi Support Vector Machine (SVM)	55
Gambar 4. 17 Source code evaluasi naïve bayes	57
Gambar 4. 18 Visualisasi confusion matriks naïve bayes	58
Gambar 4. 19 Hasil akhir evaluasi naïve bayes	60
Gambar 4. 20 Source code evaluasi Support Vector Machine (SVM).....	62
Gambar 4. 21 Visualisasi confusion matriks Support Vector Machine (SVM)	64
Gambar 4. 22 Hasil akhir evaluasi Support Vector Machine (SVM).....	66
Gambar 4. 23 Perbandingan Akurasi	68
Gambar 4. 24 Visualisasi word cloud	70