

***User Sentiment Analysis Towards Zeopoxa Running Application On Google
Play Store Reviews Using Naïve Bayes Method***

Supervised by Trismayanti Dwi Puspitasari, S.Kom., M.Cs.

Farhan Hilmy Arwanto

Study Program of Informatic Engineering

Majoring of Information Technology

ABSTRACT

This study aims to analyze user sentiment towards the Zeopoxa Running application on the Google Play Store using the Naïve Bayes method. Inspired by the discussion of sports applications, this study explores user sentiment, Naïve Bayes classification, and evaluation of classification performance. The benefits of this study are to help potential users make more informed decisions regarding downloading the Zeopoxa Running application based on sentiment analysis of existing user reviews. With 754 scraping data, consisting of 675 positive data and 79 negative data. Where user sentiment towards the Zeopoxa Running application is more positive sentiment according to the data. The evaluation results show an accuracy of 94.70%, positive precision of 98%, negative precision of 71%, positive recall of 95%, negative recall of 88%, positive F1-Score of 96% and negative F1-Score of 78%. Through the implementation of the system using PHP web, this study contributes to the understanding of user sentiment towards the Zeopoxa Running application. Thus, it is hoped that the results of this study can be the basis for policies that are more targeted and responsive to users regarding the Zeopoxa Running application.

Keywords : Sentiment Analysis, Zeopoxa Running, Play Store, Naïve Bayes