Sentiment Analysis of the Elsimil (Elektronik Siap Nikah Siap Hamil) Application on Google Play Store Using the Support Vector Machine (SVM) Method

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ABSTRACT

Elsimil is an application developed by BKKBN as part of the government's efforts to reduce the stunting rate in Indonesia, which is now a requirement for marriage registration. This policy has sparked various reactions from the public, which are captured in reviews on the Google Play Store. This study aims to understand public perception of the Elsimil application through sentiment analysis using the Support Vector Machine (SVM) method. Review data was obtained through web scraping and processed through preprocessing stages such as cleaning, tokenizing, normalization, filtering, and stemming. The data was then split into training and testing sets, and its weighting was calculated using TF-IDF. The SVM classification process yielded mixed opinions, both positive and negative, with an F1-score of 91%, precision of 97%, recall of 86%, and accuracy of 92,83%. for a 70:30 data split, with 120 positive reviews and 186 negative reviews. The findings from this study are expected to provide valuable feedback to the government in evaluating and improving the Elsimil application to make it more effective and better accepted by the public.

Keyword: *Classification, Elsimil, TF-IDF, Support Vector Machine.*