SENTIMEN ANALISIS MENGENAI APLIKASI POLRI SUPER APP MENGGUNAKAN METODE NAIVE BAYES DENGAN SELEKSI FITUR CHI-SQUARE

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ABSTRACT

The Polri Super App application is an application developed by the Polri to provide integrated services and information to the public. This application was developed by the Indonesian National Police to make it easier for the public to access various police services. The Polri Super App application can be downloaded on the Playstore and Appstore. On this platform, users can provide reviews on the Polri Super App application so that it can be used as a reference for companies to make improvements to the application. This study aims to conduct a sentiment analysis of user reviews of the Polri Super App application using the Sentiment Analysis approach. In this study, the method used is Naive Bayes, a probability-based classification technique commonly used in sentiment analysis. Without the application of the Chi-Square feature selection method, this model achieves an accuracy of 89.4%. Meanwhile, several experiments using the Chi-Square feature selection produced the highest accuracy of 87.94%, which was obtained using 1700 features.

Keyword: Polri Super App, Sentiment Analysis, Naïve Bayes, Feature Selection, Chi-square