

***SENTIMENT ANALYSIS OF POSPAY APPLICATION USER REVIEWS ON
GOOGLE PLAY STORE USING SUPPORT VECTOR MACHINE (SVM)
ALGORITHM***

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ABSTRACT

Pospay is a digital financial service application owned by PT Pos Indonesia that is used by the public for various transactions. As the number of users increases, reviews on the Google Play Store also grow significantly and become more diverse, making manual analysis ineffective. Therefore, an automated sentiment analysis is required to classify user opinions.

This study aims to analyze user sentiment toward the Pospay application using the Support Vector Machine (SVM) algorithm. A total of 25,025 review data were collected through web scraping, then processed through preprocessing stages and TF-IDF weighting before being classified into three categories: positive, negative, and neutral.

Model evaluation was conducted using a confusion matrix with accuracy, precision, recall, and F1-score metrics. The results show that the SVM algorithm is able to classify sentiment with an accuracy of 96.53%, indicating that this method is effective for sentiment analysis of user reviews. The system is also implemented as a web-based application to support the classification process and data visualization.

Keywords: *Sentiment Analysis, Pospay, Support Vector Machine, TF-IDF*