

***Sentiment Analysis of User Reviews of Government Service Applications on Playstore Using the Multinomial Naive Bayes Method (Case Study: Smart Kampung)***

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***ABSTRACT***

*This study aims to analyze user review sentiment toward the Banyuwangi Smart Kampung app on the Google Play Store using the Multinomial Naive Bayes method. The Banyuwangi Smart Kampung app is a government service that utilizes information technology to improve the quality of public services in villages. Sentiment analysis is necessary to understand public perception of the Banyuwangi Smart Kampung app, particularly regarding user satisfaction and dissatisfaction. A total of 503 review data points were used, divided in an 80:20 ratio, with 402 data points used for training and 101 for testing. The data were collected via web scraping and processed through pre-processing and word weighting using TF-IDF (Term Frequency – Inverse Document Frequency). The results of the study indicate that this model achieves 94.06% accuracy in classifying reviews into positive and negative sentiment categories. The findings also demonstrate that this method is effective and can serve as a basis for evaluating improvements to the application's services.*

***Keywords:*** *Sentiment Analysis, Multinomial Naive Bayes, Banyuwangi Smart Kampung, Public Services*