

ANALISIS ULASAN PENGGUNA APLIKASI WATTPAD DI *GOOGLE PLAY STORE* MENGGUNAKAN *K-MEANS CLUSTERING* DAN PENDEKATAN INTERPRETASI *USER EXPERIENCE QUESTIONNAIRE*

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INTISARI

Latar Belakang: Wattpad merupakan aplikasi populer di Indonesia untuk membaca dan menulis cerita. Ulasan pengguna di Google Play Store mencerminkan pengalaman pengguna, namun belum dimanfaatkan secara maksimal untuk menilai kualitas aplikasi. Diperlukan metode yang mampu mengelompokkan opini dan mengidentifikasi aspek pengalaman yang paling sering dibahas.

Tujuan: Penelitian ini bertujuan mengelompokkan ulasan pengguna dan memahami dimensi pengalaman dominan menggunakan K-Means Clustering dan interpretasi berdasarkan UEQ.

Metode Penelitian: Penelitian menggunakan algoritma K-Means Clustering untuk mengelompokkan ulasan berdasarkan kemiripan kata. Data dari Google Play Store diproses melalui tahap *cleaning*, *case folding*, *normalization*, *tokenizing*, *stopword removal*, dan *stemming*. Selanjutnya, data dikonversi menggunakan TF-IDF dan dianalisis menggunakan enam dimensi UEQ.

Hasil: Hasil penelitian menunjukkan Terdapat delapan kluster utama dengan karakteristik berbeda. Dimensi Attractiveness paling sering muncul, diikuti oleh Dependability dan Perspicuity, sedangkan dimensi lainnya memiliki frekuensi lebih rendah.

Kesimpulan: Penelitian ini menunjukkan bahwa metode K-Means Clustering dan pendekatan UEQ efektif dalam memahami persepsi pengguna terhadap Wattpad. Dimensi Attractiveness paling dominan, disusul Dependability dan Perspicuity. Hasil ini dapat dijadikan acuan dalam perbaikan desain dan fungsionalitas aplikasi untuk meningkatkan kualitas pengalaman pengguna.

Kata-kunci: *K-Means Clustering*, *TF-IDF*, *User Experience*, *UEQ*, Wattpad, Analisis Ulasan

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ANALYSIS OF WATTPAD APPLICATION USER REVIEWS ON GOOGLE PLAY STORE USING K-MEANS CLUSTERING AND APPROACH INTERPRETATION USER EXPERIENCE QUESTIONNAIRE

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ABSTRACT

Background: Wattpad is a popular application in Indonesia for reading and writing stories. User reviews on the Google Play Store reflect their experiences but have not been fully utilized to assess the application's quality. A suitable method is needed to group user opinions and identify the most frequently discussed aspects of user experience.

Objective: This study aims to cluster user reviews and understand the dominant experience dimensions using K-Means Clustering and interpretation based on the User Experience Questionnaire (UEQ).

Method: The study uses the K-Means Clustering algorithm to group reviews based on word similarity. Data from the Google Play Store is processed through several steps including cleaning, normalization, tokenizing, stopword removal, and stemming. The data is then converted using TF-IDF and analyzed using the six UEQ dimensions.

Result: The results show eight main clusters with distinct characteristics. The Attractiveness dimension appears most frequently, followed by Dependability and Perspicuity, while other dimensions appear less frequently.

Conclusion: This study demonstrates that the K-Means Clustering method and the UEQ approach are effective in understanding user perceptions of Wattpad. Attractiveness is the most dominant dimension, followed by Dependability and Perspicuity. These findings can serve as a reference for improving the design and functionality of the application to enhance user experience.

Keywords: K-Means Clustering, TF-IDF, User Experience, UEQ, Wattpad, Review Analysis

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