

ANALISIS SENTIMEN TINGKAT KEPUASAN PENGGUNA VIDIO DAN LOKLOK BERDASARKAN RATING DAN ULASAN DI GOOGLE PLAY STORE MENGGUNAKAN NAÏVE BAYES

Stani A. Sinay¹, Choerun Asnawi²

INTISARI

Latar Belakang: Vidio dan Loklok adalah platform hiburan populer di Indonesia. Namun, banyak ulasan negatif dan rating rendah di Google Play Store, menunjukkan ketidaksesuaian antara rating dan isi ulasan. Analisis sentimen diperlukan untuk memahami persepsi pengguna.

Tujuan: Mengklasifikasikan ulasan Vidio dan Loklok kedalam sentimen positif dan negatif serta mengukur akurasi algoritma *Naive Bayes*.

Metode Penelitian: Sebanyak 1.000 ulasan (500 per aplikasi). Dikumpulkan melalui web scraping, diproses (cleaning, filtering, stemming, tokenizing), dilabeli manual, dan dianalisis menggunakan *Naive Bayes*. Evaluasi mencakup akurasi, presisi, recall, dan F1-score

Hasil: Sebagian besar ulasan negatif 86,7% (Vidio), 73,3%(Loklok). Akurasi 91%(Vidio), 86%(Loklok). Precision 0,42(Vidio), 0,09%(Loklok). Terdapat 17 dan 32 mismatch antara rating tinggi dan negatif.

Kesimpulan: Analisis sentimen lebih mencerminkan persepsi pengguna dibanding rating. *Naive Bayes* efektif, terutama untuk Loklok.

Kata-kunci: Analisis Sentimen, Naïve Bayes, Ulasan, Google Play Store, Vidio, Loklok.

¹ Mahasiswa Informatika (S-1) Universitas Jenderal Achmad Yani Yogyakarta

² Dosen Informatika (S-1) Universitas Jenderal Achmad Yani Yogyakarta

**SENTIMENT ANALYSIS OF USER SATISFACTION
ON VIDIO AND LOKLOK BASED
ON RATING AND REVIEWS FROM
THE GOOGLE PLAY STORE USING THE NAÏVE BAYES METHOD**

Stani A. Sinay¹, Choerun Asnawi²

ABSTRACT

Background: Vidio and Loklok are popular entertainment platforms in Indonesia. However, many users leave negative reviews and low ratings on Google Play Store, indicating a mismatch between ratings and review content. Sentiment analysis is needed to understand user perceptions

Objective: To classify Vidio and Loklok reviews into positive and negative sentiments and measure the accuracy of the Naïve Bayes algorithm.

Method: A total of 1,000 reviews (500 per app) were collected via web scraping, preprocessed (cleaning, filtering, stemming, tokenizing), manually labeled, and analyzed using Naïve Bayes. Evaluation used accuracy, precision, recall, and F1-score.

Result : Most reviews were negative 8.7%, (Vidio), 73.3%(Loklok). Accuracy 91% (Vidio), 86%(Loklok). Precision 0.42% (Vidio), 0.98 (Loklok). Found 17 and 32 mismatches between high ratings and negative reviews.

Conclusion: Text-based sentiment analysis better reflects user perceptions than ratings. Naïve Bayes is effective, especially for loklok.

Keywords: Sentiment analysis, Naïve Bayes , Reviews, Google Play Store, Vidio, Loklok.

¹ Student of Informatics (S-1) Universitas Jenderal Achmad Yani Yogyakarta

² Lecturer of Informatics (S-1) Universitas Jenderal Achmad Yani Yogyakarta