

ABSTRACT

SENTIMENT ANALYSIS OF THE USE OF THE EdLINK APPLICATION USING THE SUPPORT VECTOR MACHINE ALGORITHM

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EdLink mobile learning application, developed by Sentra Vidya Utama, serves as a tool to facilitate student learning and assist teachers or lecturers. However, its presence has caused various reactions and criticism from circle users. Reviews on the Google Play Store reflect a wide range of opinions, ranging from positive to negative sentiment. This study aims to measure user sentiment towards the EdLink application by categorizing feedback into positive and negative. Data was collected through web scraping of user reviews from February 23, 2017 to October 26, 2023, on Google Play Store. Scores 4 and 5 are classified as positive sentiment, while scores 1, 2, and 3 were considered negative sentiment. Using Google Colab and Python, the dataset consists of 2063 labeled examples divided into training data of 90% and test data of 10%. Support Vector Classification (SVM) achieved accuracy, precision, recall, and f1-score of 91%, 93%, 89%, and 91%, successively. This research provided insight into user perceptions towards the EdLink application, offering important information for further development in the field of mobile learning.

Keywords: *EdLink, Mobile Learning, Web Scraping, Google Play Store, Support Vector Machine (SVM), Python, Google Colab, Score.*

