ABSTRACT

SENTIMENT ANALYSIS OF PEDULILINDUNGI APPLICATION USER SATISFACTION USING THE IMPROVED K-NEAREST NEIGHBOR METHOD

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The Pedulilindungi application requires information about user satisfaction with the application. The developer can consider developing the application through the ratings given by users to the Pedulilindungi application: sentiment or public opinion through social media as an indicator for application developers. Therefore an approach is needed to conclude public sentiment or statement to obtain information about user satisfaction with the Pedulilindungi application.

To find out the sentiment of user satisfaction in the care and protection application in the Improved K-Nearest Neighbor algorithm using 600 comment data, the results obtained are 92% accuracy, 93% precision, and 92% recall. The results of sentiment analysis in Indonesian using the Improved K-Nearest Neighbor method yielded the highest score, namely positive sentiment with a value of 325 - 54% in the manual classification and 321 - 54% in the system classification. So users of the Pedulilindungi application are pretty satisfied with the Pedulilindungi application.

Keywords: System Development Life Cycle, Confusion Matrix, Improved K-Nearest Neighbor Algorithm, Sentiment for Caring for Satisfaction.