

ABSTRACT

SENTIMENT ANALYSIS OF THE TRAVELOKA APPLICATION USING SUPPORT VECTOR MACHINE ALGORITHM

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Many online ticketing applications in Indonesia can be used online or downloaded from the Google Play Store for Android users. Five online ticketing applications are most widely used by Android users, namely: Agoda, Mister Aladin, Pegipegi, Tiket.com, and Traveloka. Each of these online ticketing programs has advantages and disadvantages. This research aimed to see sentiment analysis on the Traveloka Application. The downside is that much fraud occurs during transactions, so when consumers cancel a ticket order or hotel reservation, it sometimes takes a long time to get a refund. This research was analyzed using the Support Vector Machine algorithm. The tool used was the Rapidminer application. The stages carried out were data collection, data pre-processing, data classification, SVM cross-validation, and accuracy value. The sentiment classification results by using 500 data obtained that 321 or 64.2% of the data entered the positive class and the remaining 179 or 35.8% entered the negative class and produced an accuracy rate of 85.8%. This means that of the 500 reviews, there were 427.5 reviews classified exactly in the sentiment class. In comparison, 14.50 or 22.5% of reviews are not correctly classified in the sentiment class.

Keywords: Support Vector Machine, Rapidminer, Traveloka