

DAFTAR PUSTAKA

- Abeywardena, I. S. (2014). Public opinion on OER and MOOC: A sentiment analysis of Twitter data. *International Conference on Open and Flexible Education*, (pp. 296-307).
- Åkesson, M. (2007). Value proposition in m-commerce: exploring service provider and user . *The 6th Annual Global Mobility Roundtable 2007*, (p. 19).
- Aly, M. (2005). Survey on Multiclass Classification Methods. *Technical Report, Caltech*, 1-9.
- Ananda, R., & Rafida, T. (2016). *Pengantar Kewirausahaan*. Medan: Perdana Publishing.
- Bank Indonesia. (2010). *Komoditas Jasa Bimbingan Belajar*.
- Binali, H. H., Wu, C., & Potdar, V. (2009). A New Significant Area: Emotion Detection in E-learning Using Opinion Mining Techniques. *2009 3rd IEEE International Conference on Digital Ecosystems and Technologies* (pp. 259-264). IEEE.
- Chaplot, D. S., Rhim, E., & Kim, J. (2015). Predicting Student Attrition in MOOCs using Sentiment Analysis and Neural Networks. *AIED Workshops*, 53, pp. 54-57.
- Christensen, C. M., Hall, T., Dillon, K., & Duncan, D. S. (2016). *Competing Against Luck*. New York: HarperCollins Publishers.
- Christensen, C. M., Raynor, M., & McDonald, R. (2015). What Is Disruptive Innovation? *Harvard Business Review*, 93(12), pp. 44-53.

- Crews, T., & Butterfield, J. (2014). Data for Flipped Classroom Design: Using Student Feedback to Identify the Best Components from Online and Face-to-Face Classes. *Higher Education Studies*, 4(3), 38-47.
- D'Avanzo, E., Lytras, M. D., Picatoste, J., Novo-Corti, I., & Adinolfi, P. (2018). Perceived Innovative Teaching Procedures in Higher Education From Students' Perspectives From a Sentiment Analysis Approach. In *Enhancing Knowledge Discovery and Innovation in the Digital Era* (pp. 126-147). IGI Global.
- Davis, J., & Goadrich, M. (2006). The Relationship Between Precision-Recall and ROC Curves. *The 23rd International Conference on Machine Learning* (pp. 233-240). ACM.
- Halper, F., & Stodder, D. (2014). TDWI analytics maturity model guide. *TDWI research*, 1-20.
- Harvard Business Review. (2017, June 21). Retrieved April 24, 2020, from Harvard Business Review: <https://hbr.org/2017/06/the-4-types-of-innovation-and-the-problems-they-solve>
- Hennig-Thurau, T., Gwinner, K. P., Waish, G., & Gremier, D. D. (2004). Electronic word-of-mouth via consumer-opinion platforms: what motivates consumers to articulate themselves on the internet? *Journal of interactive marketing*, 18(1), 38-52.
- Hew, K. F., Hu, X., Qiao, C., & Tang, Y. (2019). What predicts student satisfaction with MOOCs: A gradient boosting trees supervised machine learning and sentiment analysis approach. *Computers & Education*, 145.
- Hidayat, D., Suci, A. K., & Saliha, G. K. (2016). Market Segmentation, Customers, and Value Propositions Analysis for Polymer Clay Art Business Start-Up. *Binus Business Review*, 7(1), 89-93.

- Howarth, J. P., D'Alessandro, S., Johnson, L., & White, L. (2016). Learner motivation for MOOC registration and the role of MOOCS as a university 'taster'. *International Journal of Lifelong Education*, 35(1), 74-85.
- Indrawati. (2015). *Metode Penelitian Manajemen dan Bisnis Konvergensi Teknologi Komunikasi dan Informasi*. Bandung: PT Refika Aditama.
- Kechaou, Z., Ammar, M. B., & Alimi, A. M. (2011). Improving e-learning with sentiment analysis of users' opinion. *2011 IEEE Global Engineering Education Conference (EDUCON)* (pp. 1032-1038). IEEE.
- Kompas. (2014). Retrieved April 26, 2020, from <https://tekno.kompas.com/read/2014/08/21/09593947/Ruangguru.com.Mempereoleh.Pendanaan.dari.East.Ventures>
- Kompasiana. (2013). Retrieved February 1, 2020, from <https://www.kompasiana.com/fachrifirdaus/552990c0f17e612f07d623b1/peran-lembaga-bimbingan-belajar-terhadap-peningkatan-motivasi-belajar-anak>
- Kotsiantis, S. B. (2007). Supervised Machine Learning: A Review of Classification. *Emerging Artificial Intelligence Applications in Computer Engineering*, 160, 3-24.
- Liu, B. (2012). Sentiment Analysis and Opinion Mining. *Synthesis Lectures on Human Language Technologies*, 5(1).
- Manning, C. D., Raghavar, P., & Schutze, H. (2008). Scoring, term weighting and the vector space model. *Introduction to Information Retrieval*, 100.
- Marketplus. (2017). Retrieved April 26, 2020, from <http://marketplus.co.id/2017/05/ruangguru-terima-hibah-gsma/>

- Nugroho, W. A., Budiarti, A. C., & Nurhadi. (2015). Hegemoni Lembaga Bimbingan Belajar terhadap Prestasi Belajar Siswa SMA. *Jurnal Ilmiah Pendidikan Sosiologi-Antropologi*, 5(2).
- Osterwalder, A., Pigneur, Y., Bernarda, G., & Smith, A. (2014). *Value Proposition Design*. John Wiley & Sons.
- Pasquali, A. R. (2016). Automatic Coherence Evaluation Applied to Topic Models.
- Pozgaj, Z., & Knezevic, B. (2007). E-Learning Survey on Students' Opinions. *29th International Conference on Information Technology Interfaces* (pp. 381-386). IEEE.
- Republik Indonesia. (2003). *Undang-Undang Republik Indonesia Nomor 20 Tahun 2003 Tentang Sistem Pendidikan Nasional (Sisdiknas)*.
- Rogers, E. M. (2010). *Diffusion of Innovations*. Simon & Schuster.
- Ruangguru. (2017). *Blog: Ruangguru*. Retrieved April 26, 2020, from Ruangguru Web site: <https://blog.ruangguru.com/mewakili-indonesia-ruangguru-raih-3-penghargaan-di-mit-solve>
- Ruangguru. (2018). *Blog: Ruangguru*. Retrieved April 26, 2020, from Ruangguru Web site: <https://blog.ruangguru.com/ruangguru-terima-hibah-kedua-dari-solve-mit-co-founder-iman-usman-didaulat-menjadi-pembicara-di-mit-bersama-perdana-menteri-kanada-justin-trudeau>
- Ruangguru. (2019). *Blog: Ruangguru*. Retrieved April 26, 2020, from Ruangguru Web site: <https://blog.ruangguru.com/ruangguru-raih-pendanaan-seri-c-senilai-rp-21-t>
- Ruangguru. (2020). *Tentang kami: Ruangguru*. Retrieved February 16, 2020, from Ruangguru Web site: <https://ruangguru.com/general/about>

- Saunders, M., Lewis, P., & Thornhill, A. (2016). *Research Methods for Business Students*. Pearson.
- Saura, J. R., Palos-Sanchez, P., & Grilo, A. (2019). Detecting Indicators for Startup Business Success: Sentiment Analysis Using Text Data Mining. *11*(3), 917.
- Shofi, S. A., Rachmadi, A., & Herlambang, A. D. (2019). Analisis Kebutuhan Pengguna Aplikasi Ruangguru Menggunakan Metode Fuzzy Kano. *Jurnal Pengembangan Teknologi Informasi dan Ilmu Komputer*, 3(5).
- Sniukas, M., Lee, P., & Morasky, M. (2016). *The Art of Opportunity: How to Build Growth and Ventures through Strategic Innovation and Visual Thinking*. John Wiley & Sons.
- Srivastava, A., & Sahami, M. (2009). *Text Mining: Classification, Clustering, and Applications*. Chapman and Hall/CRC.
- Syarif, I. (2014). Comprehensive Review of Classification Algorithms for High Dimensional Datasets. University of Southhampton.
- Tech in Asia. (2014). Retrieved April 26, 2020, from <https://id.techinasia.com/ruangguru-membuat-pencarian-tutor-berpengalaman-lebih-mudah#fn:1>
- Tech in Asia. (2015). Retrieved April 26, 2020, from <https://id.techinasia.com/ruangguru-peroleh-investasi-seri-a>
- Tech in Asia. (2017). Retrieved April 26, 2020, from <https://id.techinasia.com/ruangguru-raih-pendanaan-seri-b>
- Tirtoid. (2017). Retrieved February 16, 2020, from <https://tirto.id/bisnis-industri-pendidikan-yang-makin-diminati-cnRh>

- Tirtoid. (2017). Retrieved February 16, 2020, from <https://tirto.id/benarkah-bimbingan-belajar-membantu-siswa-di-un-clgM>
- Tirtoid. (2019). Retrieved April 21, 2020, from <https://tirto.id/bimbel-seolah-wajib-bagi-calon-mahasiswa-tak-cukupkah-sekolah-dgbX>
- Towards Data Science. (2019). Retrieved April 27, 2020, from <https://towardsdatascience.com/multi-class-metrics-made-simple-part-i-precision-and-recall-9250280bddc2>
- Tucker, C., Pursel, B. K., & Divinsky, A. (2014). Mining student-generated textual data in MOOCs and quantifying their effects on student performance and learning outcomes. *The ASEE Computers in Education (CoED) Journal*, 5(4), 84.
- Urabe, K. (1988). Innovations and The Japanese Management System. In *Innovation and Management: International Comparisons* (Vol. 13). Walter de Gruyter.
- Wen, M., Yang, D., & Rose, C. P. (2014). Sentiment Analysis in MOOC Discussion Forums: What does it tell us? *The 7th International Conference on Educational Data Mining (EDM 2014)*.