

Abstract

Rapid technological developments and emerging applications can facilitate and provide solutions to problems. One of them is an application that can facilitate investment transactions. An investor no longer needs to visit the location of an investment company to make an investment. Investors can carry out all investment transactions through the smartphone screen. Bibit is an investment application that can help investors invest in mutual funds. There are many reviews submitted by users every day, therefore an aspect-based sentiment analysis is needed to identify the aspects and user sentiments of each review. Sentiment analysis based on a review of aspects of the Bibit application will be carried out in this study using the BERT method with IndoBERT who has been previously trained. The results of the classification of multi-aspect sentiment analysis showed that the highest accuracy was achieved by the service aspect at 92%, the user satisfaction aspect was 87%, and the lowest accuracy was achieved by the system aspect at 75%. Based on the sentiment analysis results, companies can improve aspects of the Bibit application system and services to provide better services & functionality.

Keywords: investment, Bibit, IndoBERT, aspect-based sentiment analysis