

ABSTRACT

Review text in the Google Play Store is a facility used to write user opinions and comments. In addition, users can also give a rating score in the range of 1 to 5. Sometimes, the review text written by users does not always match the rating score given. There are situations where users give a positive review but give a low rating score, or vice versa. This makes the ratings given by users inconsistent: whether users really have a positive view of the app or not.

To handle this problem, a research was conducted using Machine Learning method by utilizing Support Vector Classifier (SVC) model. This research uses the Python programming language and involves the stages of retrieving the dataset using the scrapping technique, pre-processing the dataset, as well as training the trained dataset consisting of 3, namely unigram, bigram, trigram using the N-Gram model and testing the dataset. Furthermore, the dataset used in this research is a dataset that has a rating of 1-3. This is because ratings 1-3 are considered as negative labels.

From the training and testing results, there are different accuracy results, namely bigram, which is 85.80% for bigram and 85.80% for trigram. Next, the trained model is deployed on a web-based application to perform testing on the test dataset. The evaluation results on the deployed application are.

Keywords : Machine Learning, Sentiment analysis , Support Vector Classification, Text Review, Rating