

DAFTAR PUSTAKA

- [1] A. Prieteejo, "Studi Deskriptif Tentang Atribut Produk Dan Tingkatan Produk Pada Desain Kemasan Pasta Gigi (Studi Kasus Pasta Gigi Pepsodent)," *J. Dimens. Seni Rupa dan Desain*, vol. 12, no. 2, pp. 193–210, 2015.
- [2] R. Behrens, A.-K. Kupfer, and T. Hennig-Thurau, "There is business like show business! What marketing scholars and managers can learn from 40 years of entertainment science research," *J. Acad. Mark. Sci.*, pp. 1–21, 2024.
- [3] J. M. Domingues, V. Filipe, A. Carita, and V. Carvalho, "Understanding the impact of perceived challenge on narrative immersion in video games: The role-playing game genre as a case study," *Information*, vol. 15, no. 6, p. 294, 2024.
- [4] P. R. Amalia and E. Winarko, "Aspect-Based Sentiment Analysis on Indonesian Restaurant Review Using a Combination of Convolutional Neural Network and Contextualized Word Embedding," *IJCCS (Indonesian J. Comput. Cybern. Syst.*, vol. 15, no. 3, p. 285, Jul. 2021, doi: 10.22146/ijccs.67306.
- [5] P. A. Perwira and N. I. Widiastuti, "Imbalance Dataset in Aspect-Based Sentiment Analysis on Game Genshin Impact Review," *J. Infotel*, vol. 16, no. 1, pp. 71–81, 2024.
- [6] W. Zhang, X. Li, Y. Deng, L. Bing, and W. Lam, "A survey on aspect-based sentiment analysis: Tasks, methods, and challenges," *IEEE Trans. Knowl. Data Eng.*, vol. 35, no. 11, pp. 11019–11038, 2022.
- [7] N. M. H. Karuna, I. M. A. D. Suarjaya, and N. P. Sutramiani, "Sentiment Analysis of Hotel Reviews Using Logistic Regression and Random Forest Methods," *JITTER J. Ilm. Teknol. dan Komput.*, vol. 5, no. 3, p. 2233, Dec. 2024, doi: 10.24843/JTRTI.2024.v05.i03.p04.
- [8] E. Darmaja, V. C. Mawardi, and N. J. Perdana, "Review Sentimen Analisis Aplikasi Sosial Media Di Google Playstore Menggunakan Metode Logistic Regression," *Pros. Serina*, pp. 513–520, 2021, [Online]. Available: <https://journal.untar.ac.id/index.php/PSERINA/article/view/17504%0Ahttps://journal.untar.ac.id/index.php/PSERINA/article/download/17504/9467>
- [9] B. Ramadhani and R. R. Suryono, "Komparasi Algoritma Naïve Bayes dan Logistic Regression Untuk Analisis Sentimen Metaverse," *J. Media Inform. Budidarma*, vol. 8, no. 2, p. 714, 2024, doi: 10.30865/mib.v8i2.7458.
- [10] T. A. Putri, F. Hamami, and E. N. Alam, *Aspect-Based Sentiment Analysis on Natural Tourism in West Bandung Using Multinomial Logistic Regression Algorithm*, no. Icai3s 2023. Atlantis Press International BV, 2024. doi: 10.2991/978-94-6463-366-5_11.

- [11] N. Chamidah, D. Widiyanto, H. B. Seta, and A. A. Aziz, "The Impact of Oversampling and Undersampling on Aspect-Based Sentiment Analysis of Indramayu Tourism Using Logistic Regression," *Rev. d'Intelligence Artif.*, vol. 38, no. 3, pp. 795–804, 2024, doi: 10.18280/ria.380306.
- [12] J. Al Mursyidy Fadhlurrahman, N. A. Herawati, H. R. Widya Aulya, I. Puspasari, and N. P. Utama, "Sentiment Analysis of Game Reviews on STEAM using BERT, BiLSTM, and CRF," *Proc. Int. Conf. Electr. Eng. Informatics*, no. October, pp. 1–6, 2023, doi: 10.1109/ICEEI59426.2023.10346219.
- [13] M. N. Akbar, N. H. Rusydi, and N. S. Ramadhanti, "Sentiment Analysis Terhadap Review Aplikasi Maxim di Google Play Store Menggunakan Support Vector Machine (SVM)," *AGENTS J. Artif. Intell. Data Sci.*, vol. 2, no. 2, pp. 9–16, 2022.
- [14] M. Z. Rahman, Y. A. Sari, and N. Yudistira, "Analisis Sentimen Tweet COVID-19 menggunakan Word Embedding dan Metode Long Short-Term Memory (LSTM)," *J. Pengemb. Teknol. Inf. dan Ilmu Komput.*, vol. 5, no. 11, pp. 5120–5127, 2021.
- [15] S. Lestari and S. Saepudin, "Analisis sentimen vaksin sinovac pada twitter menggunakan algoritma Naive Bayes," in *Prosiding Seminar Nasional Sistem Informasi dan Manajemen Informatika Universitas Nusa Putra*, 2021, pp. 163–170.
- [16] R. F. Triana, A. I. P. Sari, A. Bahtiar, and E. Wahyudin, "Implementasi Algoritma Naïve Bayes Untuk Klasifikasi Sentimen Ulasan Pengguna KAI Access," *Jutisi J. Ilm. Tek. Inform. dan Sist. Inf.*, vol. 14, no. 1, 2025.
- [17] S. Cahyaningtyas, D. H. Fudholi, and A. F. Hidayatullah, "Deep learning for aspect-based sentiment analysis on Indonesian hotels reviews," *Kinet. Game Technol. Inf. Syst. Comput. Network, Comput. Electron. Control*, 2021.
- [18] Z. Madhoushi, A. R. Hamdan, and S. Zainudin, "Aspect-based sentiment analysis methods in recent years," *Asia-Pacific J. Inf. Technol. Multimed.*, vol. 8, no. 01, pp. 79–96, 2019.
- [19] H. Peng, Y. Ma, Y. Li, and E. Cambria, "Learning multi-grained aspect target sequence for Chinese sentiment analysis," *Knowledge-Based Syst.*, vol. 148, pp. 167–176, 2018.
- [20] H. Ashari, D. Arifianto, and H. A. Al Faruq, "Perbandingan Kinerja Algoritma Multinomial Naive Bayes (MNB, Multivariate Bernoulli dan Rocchio Algoritma) Dalam Klasifikasi Konten Berita Hoax Berbahasa Indonesia Pada Media Sosial," *Fak. Tek. Jur. Tek. Inform. Univ. Muhammadiyah Jember*, 2020.
- [21] E. Roflin, F. Riana, E. Munarsih, and I. A. Liberty, *Regresi Logistik Biner dan Multinomial*. Penerbit NEM, 2023.

- [22] Y. A. Sibarani, "Pengembangan Permainan Role Playing Game Edukatif Sebagai Alat Pembelajaran Pengenalan Kosakata Bahasa Inggris," 2024, *Prodi Teknik Informatika*.
- [23] A. Pangestu, Y. T. Arifin, and R. A. Safitri, "Analisis Sentimen Review Publik Pengguna Game Online Pada Platform Steam Menggunakan Algoritma Naïve Bayes," *JATI (Jurnal Mhs. Tek. Inform.*, vol. 7, no. 6, pp. 3106–3113, 2023.
- [24] V. A. Rahiem and C. A. Fitrananda, "Persepsi Gamers tentang Aktivitas Microtransactions di Virtual Goods Marketplace Itemku. com," *Cover. J. Strateg. Commun.*, vol. 11, no. 2, pp. 103–112, 2021.
- [25] N. K. H. Tran, "Development of a Machine Learning System for Aspect-Based Sentiment Analysis and Text Summarization of Video Game Reviews on Steam," 2024.
- [26] N. Hendrastuty, A. Rahman Isnain, and A. Yanti Rahmadhani, "Analisis Sentimen Masyarakat Terhadap Program Kartu Prakerja Pada Twitter Dengan Metode Support Vector Machine," *J. Inform. J. Pengemb. IT*, vol. 6, no. 3, pp. 150–155, 2021.
- [27] I. N. Futri, T. Risfandy, and M. H. Ibrahim, "Quota sampling method in online household surveys," *MethodsX*, vol. 9, p. 101877, 2022.
- [28] R. Widayanti, M. H. R. Chakim, C. Lukita, U. Rahardja, and N. Lutfiani, "Improving recommender systems using hybrid techniques of collaborative filtering and content-based filtering," *J. Appl. Data Sci.*, vol. 4, no. 3, pp. 289–302, 2023.
- [29] T. Fullerton, *Game design workshop: a playcentric approach to creating innovative games*. AK Peters/CrC Press, 2024.
- [30] A. N. Gumilang, H. Haryanto, and E. Dolphina, "Pengembangan Game RPG dan Story Dengan Elemen Gameplay Menggunakan Metodologi Finite State Machine (FSM) Pada Game Kisah Tjepoe," *TECHNO Creat.*, vol. 1, no. 2, pp. 129–158, 2024.
- [31] V. Ashofi, "Determinants of In-Game Purchase Decisions in Mobile Legends : The Roles of Graphics , Gameplay , and Social Interaction," vol. 4, no. 2, 2025.
- [32] R. Riwinoto and W. Tan, "Analisis Performa Prototype Game Pada Platform Android," *J. Appl. Multimed. Netw.*, vol. 5, no. 2, pp. 102–109, 2021, doi: 10.30871/jamn.v5i2.3781.
- [33] C. Levallois, "umigon-lexicon @ github.com." [Online]. Available: <https://github.com/seinecle/lexicons-for-sentiment-analysis/tree/main/English/umigon-lexicon>
- [34] P. Tungthamthiti, K. Shirai, and M. Mohd, "Recognition of sarcasm in microblogging based on sentiment analysis and coherence identification,"

Inf. Media Technol., vol. 12, pp. 80–102, 2017.

- [35] K. Sundararajan and A. Palanisamy, “Multi-Rule Based Ensemble Feature Selection Model for Sarcasm Type Detection in Twitter,” *Comput. Intell. Neurosci.*, vol. 2020, no. 1, p. 2860479, 2020.
- [36] GabrieleMazzola, “slang_dict.doc,” Github. [Online]. Available: https://github.com/GabrieleMazzola/Natural-language-processing_TUDeft/blob/master/slang_dict.doc#L7662