

ANALISIS SENTIMEN PENGGUNA TERHADAP TIGA FITUR UTAMA WPS OFFICE MENGGUNAKAN ALGORITMA *SUPPORT VECTOR MACHINE*

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ABSTRAK

Penelitian ini bertujuan untuk menganalisis sentimen ulasan pengguna WPS Office menggunakan metode *Support Vector Machine* (SVM). Data yang digunakan sebanyak 6.110 ulasan dengan 1.222 data uji. Hasil pengujian menunjukkan bahwa model SVM memperoleh akurasi sebesar 94,35%, presisi 93,71%, recall 95,09%, dan F1-score 94,39%, sehingga mampu mengklasifikasikan sentimen ulasan dengan sangat baik. Hasil visualisasi menunjukkan bahwa sebagian besar ulasan berasal dari *Google Play Store*, Indonesia didominasi sentimen positif, sedangkan Amerika Serikat didominasi sentimen negatif. Selain itu, fitur *Writer (Word/Docs)*, *Spreadsheet (Excel)*, dan *Presentation (PPT)* masih menerima lebih banyak sentimen negatif dibandingkan sentimen positif. Dengan demikian, model SVM dinilai efektif untuk menganalisis dan mengklasifikasikan sentimen ulasan pengguna WPS Office secara otomatis.

Kata Kunci: Analisis Sentimen, WPS Office, *Support Vector Machine*, Ulasan Pengguna.

USER SENTIMENT ANALYSIS ON WPS OFFICE THREE MAIN FEATURES USING SUPPORT VECTOR MACHINE (SVM) ALGORITHM

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ABSTRACT

This study aims to analyze the sentiment of WPS Office user reviews using the Support Vector Machine (SVM) method. A total of 6,110 reviews were collected, with 1,222 reviews used as testing data. The experimental results show that the SVM model achieved an accuracy of 94.35%, a precision of 93.71%, a recall of 95.09%, and an F1-score of 94.39%, indicating that the model is highly effective in classifying user review sentiments. The visualization results reveal that most reviews were obtained from Google Play Store, Indonesia was dominated by positive sentiment, while the United States had more negative than positive reviews. In addition, the Writer (Word/Docs), Spreadsheet (Excel), and Presentation (PPT) features received more negative than positive sentiments. Therefore, the proposed SVM model is considered effective and suitable for automatically analyzing and classifying the sentiment of WPS Office user reviews.

Keywords: *Sentiment Analysis, WPS Office, Support Vector Machine, User Reviews*