APPLICATION OF RANDOM FOREST ALGORITHM ON SENTIMENT ANALYSIS OF USER REVIEWS OF VIDEO EDITING APPLICATIONS IN PLAYSTORE

Student Name	: Hafizah Wadji Raff
Student ID	: 6304211378
Supervisor	: Fajar Ratnawati, M.Cs

ABSTRACT

The advancement of technology and the use of video editing applications on Google Play Store have created a need to effectively understand user reviews. This study aims to analyze the sentiment of user reviews for video editing applications such as CapCut, InShot, KineMaster, and Filmora using the Random Forest algorithm. User review data was collected through web scraping, then processed using the TF-IDF technique for word weighting, and divided into 80% training data and 20% testing data. The model evaluation was conducted using accuracy, precision, recall, and F1-score metrics. The results of the study show that the Random Forest algorithm can classify user sentiments with a fairly high accuracy of 86% using a dataset of 4000 data points for each application. The conclusion of this study is that the Random Forest algorithm performs well in classifying user review data for video editing applications on the Play Store.

Keywords: *Sentiment Analysis, Random Forest, TF-IDF, Video Editing Applications, Play Store.*