

## ABSTRAK

Sistem Informasi Perguruan Tinggi Universitas Buana Perjuangan Karawang (SIPT UBP Karawang) merupakan aplikasi yang dirancang untuk mempermudah mahasiswa dalam mengelola administrasi akademik, seperti melihat nilai, pembayaran UKT, dan informasi perkuliahan. Berdasarkan pengalaman pengguna ditemukan permasalahan pada tampilan antarmuka, khususnya halaman *Dashboard* yang dinilai kurang intuitif. Penelitian ini bertujuan untuk menganalisis sentimen pengguna terhadap aplikasi SIPT UBP Karawang menggunakan algoritma *Naive Bayes*, serta merancang solusi perbaikan antarmuka dengan pendekatan *Design Thinking*. Data yang dikumpulkan sebanyak 502 komentar pengguna aplikasi, setelah tahap preprocessing menjadi 406 data set komentar aplikasi. Hasil dari klasifikasi sentimen terdapat 236 sentimen positif dan 170 sentimen negatif. Visualisasi *WordCloud* pada komentar negatif menunjukkan kata “*Dashboard*” paling sering muncul, mengindikasikan titik masalah utama pada antarmuka. Proses klasifikasi menggunakan algoritma *Naive Bayes* menghasilkan akurasi sebesar 0.89% . Tampilan antarmuka didesain ulang agar lebih ramah pengguna menggunakan metode *Design Thinking*. Pengujian dilakukan menggunakan instrumen *System Usability Scale (SUS)*, dan teknik *Usability Testing*. Skor rata-rata yang diperoleh adalah 81, jadi termasuk nilai A atau predikat sangat bagus. Penelitian ini menunjukkan bahwa hasil klasifikasi sentimen dengan metode *Naive Bayes* dan pendekatan *Design Thinking* efektif dalam melakukan identifikasi masalah dan menghasilkan solusi desain yang meningkatkan kepuasan pengguna terhadap aplikasi SIPT UBP Karawang.

**Kata Kunci:** *Naive Bayes, Design Thinking, Usability Testing, System Usability Scale*

## ABSTRACT

*The University of Buana Perjuangan Karawang College Information System (SIPT UBP Karawang) is an application designed to make it easier for students to manage academic administration, such as viewing grades, UKT payments, and lecture information. Based on user experience, problems were found in the interface display, especially the Dashboard page which was considered less intuitive. This study aims to analyze user sentiment towards the SIPT UBP Karawang application using the Naive Bayes algorithm, and to design interface improvement solutions with the Design Thinking approach. The data collected were 502 comments from application users, after the preprocessing stage it became 406 application comment data sets. The results of the sentiment classification contained 236 positive sentiments and 170 negative sentiments. WordCloud visualization of negative comments shows the word "Dashboard" appears most often, indicating the main problem point in the interface. The classification process using the Naive Bayes algorithm produces an accuracy of 0.89%. The interface display was redesigned to be more user-friendly using the Design Thinking method. Testing was carried out using the System Usability Scale (SUS) instrument, and the Usability Testing technique. The average score obtained was 81, so it is included in the A grade or very good predicate. This study shows that the results of sentiment classification using the Naive Bayes method and the Design Thinking approach are effective in identifying problems and producing design solutions that increase user satisfaction with the SIPT UBP Karawang application.*

**Keyword:** *Naive Bayes, Design Thinking, Usability Testing, System Usability Scale*

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