ABSTRAK

Aplikasi streaming seperti Amazon Prime Video, Disney+ Hotstar, Catchplay+, Netflix, dan Viu semakin populer seiring dengan berkembangnya industri streaming. Ulasan pengguna di Google Play Store menyediakan informasi penting mengenai persepsi dan kepuasan terhadap aplikasi-aplikasi tersebut. Penelitian ini bertujuan untuk menganalisis sentimen dari lima aplikasi streaming dengan memanfaatkan algoritma Naive Bayes. Ulasan pengguna dikategorikan menjadi sentimen positif dan negatif. Proses klasifikasi dievaluasi dengan algoritma Naive Bayes, diukur menggunakan metrik akurasi, presisi, recall, dan skor F1. Hasil penelitian menunjukkan bahwa Amazon Prime Video mencapai akurasi tertinggi sebesar 86% dan skor F1 0,88, disusul oleh Catchplay+ dengan akurasi 83% dan skor F1 0,87. Catchplay+ memiliki ulasan positif tertinggi sebanyak 730 ulasan, sementara Disney+ Hotstar memperoleh ulasan negatif terbanyak dengan 776 ulasan. Temuan ini mengindikasikan bahwa algoritma Naive Bayes efektif dalam menganalisis sentimen aplikasi streaming serta dapat dimanfaatkan untuk meningkatkan kualitas layanan berdasarkan masukan pengguna.

Kata Kunci: Analisis sentimen, Google play store, Layanan streaming, Naive bayes

ABSTRACT

Streaming apps like Amazon Prime Video, Disney+ Hotstar, Catchplay+, Netflix, and Viu are gaining popularity as the streaming industry continues to grow. User reviews on the Google Play Store provide important information regarding perception and satisfaction with these applications. This research aims to analyze the sentiment of five streaming applications by utilizing the Naive Bayes algorithm. User reviews are categorized into positive and negative sentiment. The classification process was evaluated using the Naive Bayes algorithm, measured using the metrics accuracy, precision, recall and F1 score. The research results show that Amazon Prime Video achieved the highest accuracy of 86% and an F1 score of 0.88, followed by Catchplay+ with an accuracy of 83% and an F1 score of 0.87. Catchplay+ had the highest positive reviews with 730 reviews, while Disney+ Hotstar had the most negative reviews with 776 reviews. These findings indicate that the Naive Bayes algorithm is effective in analyzing streaming application sentiment and can be used to improve service quality based on user input.

Keyword *Sentiment analysis, Streaming services, Google play store, Naive Bayes*