ABSTRACT

DANA is a digital payment service in Indonesia that was established in 2017 and officially launched in 2018. Users of the DANA application can express their opinions and criticisms through the review section on the Google Play Store, where the application can be downloaded by android users. This study conducts sentiment analysis on the reviews of the DANA application found on the Google Play Store. The method used in this study is the Naïve Bayes Classifier algorithm to classify sentiment, with optimization using Adaboost to improve the performance of the classification model. The study results indicate that the Naïve Bayes Classifier algorithm without optimization achieves an accuracy of 74%, precision of 77%, recall of 74%, and an f1-score of 73%. In contrast, after optimization with adaboost the accuracy increases to 83%, precision to 83%, recall to 83%, and f1-score to 83%. The application of Adaboost optimization in this study improves accuracy by 0.089 or 9%, precision by 6%, recall by 9%, and f1-score by 10%. Based on these evaluation results, it can be concluded that use of adaboost optimization positively impacts the accuracy, precision, recall, and f1-score values of the classification model used.

Key Words : DANA, Google Play Store, Naïve Bayes Classifier, Sentiment Analysis,Adaboost.