ABSTRACT

One example of technological advancements in the field of transportation is the emergence of online motorcycle taxis (ojek online). Ojek online is a form of public transportation similar to conventional motorcycle taxis, using motorcycles and cars as modes of transport. One of the prominent service providers for online motorcycle taxis in Indonesia is Gojek. The reviews analyzed in this study aim to evaluate and improve the application's services by assessing service quality. Sentiment analysis is employed to classify reviews into positive and negative sentiments.The method used in this study is the Support Vector Machine (SVM) combined with feature extraction using TF-IDF. From 2,000 data points obtained through Google Play scraping, the study processed 1,647 data points and identified 1,571 terms/words after preprocessing. These were subsequently categorized into negative and positive sentiments. Based on testing results using SVM, an accuracy of 76% was achieved with the linear kernel, and 75% with the RBF kernel.

Keywords: *Gojek, sentiment analysis, suppport vector machine*