

ABSTRACT

Access by KAI is a mobile application that focuses on booking train tickets in Indonesia. This application is developed and published by PT Kereta Api Indonesia (KAI). Access by KAI serves the purchase, schedule change, cancellation, and transfer of tickets for various railway services of PT KAI and its subsidiaries. In public transportation services, public opinion is very important for the sustainability of public transportation services. One of the platforms for users to give their opinion on this application is through the Google Play Store. The rating given by users can affect the overall rating of the application on the Google Play Store. In this study, sentiment analysis is applied to analyze the sentiment of the Access by KAI application users' opinions, whether the comments are positive, negative, or neutral. For this reason, this research will classify the opinions of Access by KAI application users automatically. The classification is done using the Naive Bayes Classifier method by comparing two scenarios, first scenario is using the POS Tagging method and rule-based method, and second scenario is using the Star Rating and TF-IDF methods. The best classification scenario is obtained using the POS Tagging method and rule based method with an accuracy of 79%, with precision values in positive, negative, and neutral classes respectively, namely 87%, 89%, and 76%. While the recall values are 72%, 18%, and 96%.

Keywords : Sentiment Analysis, POS Tagging, Rule Based Method, TF-IDF, Naïve Bayes Classifier Algorithm