ABSTRAK

Aplikasi pemutar video dan lagu memfasilitasi pengguna untuk menikmati berbagai jenis file media di perangkat mereka. *GoTube*, sebuah aplikasi pemutar video untuk *Android* dan *iOS*, menawarkan pengalaman menonton video *YouTube* tanpa iklan, namun, aplikasi ini tidak dikembangkan oleh *Google* dan memiliki nama pengembang yang berbeda di *Play Store* dan *App Store*. Meski menawarkan fitur seperti bebas iklan dan memutar video di latar belakang secara gratis, *GoTube* sering mendapat ulasan pro-kontra dari pengguna terkait keandalannya. Penelitian ini bertujuan menganalisis sentimen ulasan pengguna *GoTube* di *Google Play Store* menggunakan metode *Support Vector Machine* (SVM) dengan dan tanpa *Principal Component Analysis* (PCA). Klasifikasi dilakukan dengan kernel (*linear*, *rbf*, *polynomial*). Model evaluasi *confusion matrix* menghasilkan klasifikasi menggunakan metode *Support Vector Machine* (SVM) mendapatkan akurasi tertinggi sebesar 96,78%, *precision* 98,42%, *recall* 95,08%, dan *f1 score* 96,72% dengan kernel *poly* yang memakan waktu selama 71,24 detik. Sedangkan metode *Support Vector Machine* (SVM) menggunakan reduksi fitur *Principal Components Analysis* (PCA) menghasilkan akurasi tertinggi pada nilai *n_components* = 300 dengan akurasi 94,67%, *precision* 97,16%, *recall* 92,04%, *f1 score* 94,53% yang memakan waktu selama 7,72 detik pada kernel *rbf*.

Kata Kunci : *GoTube*, *Support Vector Machine*, *Principal Componen Analysis*, Ulasan, Klasifikasi.

ABSTRACT

The video and song player app facilitates users to enjoy various types of media files on their devices. GoTube, a video player application for Android and iOS, offers an ad-free YouTube video viewing experience, however, this application is not developed by Google and has different developer names on the Play Store and App Store. Even though it offers features such as ad-free and playing videos in the background for free, GoTube often gets pros and cons reviews from users regarding its reliability. This research aims to analyze the sentiment of GoTube user reviews on the Google Play Store using the Support Vector Machine (SVM) algorithm with and without Principal Component Analysis (PCA). Classification is carried out with kernels (linear, rbf, polynomial). The confusion matrix evaluation model produces classification using the Support Vector Machine (SVM) method which gets the highest accuracy of 96.78%, precision 98.42%, recall 95.08%, and f1 score 96.72% with a poly kernel which takes 71,24 second. Meanwhile, the Support Vector Machine (SVM) method using Principal Components Analysis (PCA) feature reduction produces the highest accuracy at n_components = 300 with an accuracy of 94.67%, precision 97.16%, recall 92.04%, f1 score 94.53% which takes 7,72 seconds on the rbf kernel.

Keywords : GoTube, Support Vector Machine, Principal Component Analysis, Review, Classification.