

THE IMPLEMENTATION OF SUPPORT VECTOR MACHINE IN SENTIMENT ANALYSIS FOR PROCESSING GOOGLE MAPS REVIEWS OF JOGJA CITY MALL

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ABSTRACT

Sentiment analysis functions by categorizing reviews based on predefined sentiment labels. Reviews sharing similar labels are then grouped and analyzed collectively. This study applies the Support Vector Machine (SVM) method to analyze user reviews from Google Maps for Jogja City Mall in Sleman, Special Region of Yogyakarta. Previous studies have shown that SVM frequently outperforms other models in terms of accuracy and precision in sentiment classification tasks. The sentiment analysis model built using SVM in this study achieved an accuracy of 84% and 85% using K-Fold validation. With a test dataset comprising 20% of the total 1,694 data points, the analysis revealed a higher proportion of positively labelled reviews compared to negative ones. These findings support the mall's average rating of 4.6 stars, confirming that the user reviews generally align with the high rating given.

Keywords: *sentiment analysis, Google Maps, Jogja City Mall, Support Vector Machine*