ANALISIS SENTIMEN *E-MARKETPLACE* MENGGUNAKAN ALGORITMA *RECURRENT NEURAL NETWORK (RNN)* DAN *NAIVE BAYES*

ABSTRAK

Di era digital, *e-marketplace* mempermudah pemasaran produk secara efektif. Namun, masih banyak pengguna awal yang kebingungan dalam memilih platfrom belanja online. Penelitian ini menganalisis sentimen pengguna terhadap *Shopee, Tokopedia , Lazada, TikTok Shop,* dan *Facebook Market place* menggunakan algoritma *Recurrent Neural Network* dan *Naïve Bayes*. Tujuannya adalah mengevaluasi kepuasan pengguna agar masyarakat dapat memilih platform belanja online yang tepat dan terpercaya. Penelitian ini menggunakan metode kuantitatif dan data diklasifikasikan dengan metode *Recurrent Neural Network* (*RNN*) dan *Naïve Bayes* untuk mengetahui opini positif atau negatif terhadap aplikasi *e-marketplace*. Dari Kelima *e-marketplace* yang di teliti, dapat di tentukan bahwa platfrom yang akurat dan banyak review positifnya dimulai dari platfrom *Lazada* yakni 87,8% disusul dengan *Shopee* 82,5% selanjutnya *Tiktok Shop* 80,6% dilanjutkan dengan *Facebook Market* 67,2% dan *Tokopedia* 59,2%. Perbandingan antara algoritma *RNN* dan *Naive Bayes* adalah hasil penelitian menunjukkan bahwa *algoritma Naive Bayes* unggul dalam akurasi pelatihan di semua platform, mencapai 92%. Dalam pengujian, akurasi *Naive Bayes* (85-95%) dan *RNN* (75-91%). *Naive Bayes* menunjukkan skor pelatihan dan pengujian yang konsisten tinggi. Pengembang disarankan fokus pada peningkatan aspek yang dikeluhkan pengguna berdasarkan analisis sentimen, terutama pada ulasan negatif terkait pengiriman, layanan pelanggan, atau kualitas produk, serta menggali lebih dalam pengalaman pengguna.

Kata kunci: Analisis Sentimen, E-marketplace, Recurrent Neural Network, NaiveBayes.

ABSTRACT

In the digital era, e-marketplaces facilitate effective product marketing. However, many first-time users remain confused about choosing an online shopping platform. This study analyzed user sentiment toward Shopee, Tokopedia, Lazada, TikTok Shop, and Facebook Marketplace using Recurrent Neural Network and Naive Bayes algorithms. The goal was to evaluate user satisfaction so that people can choose the right and trustworthy online shopping platform. This study used quantitative methods and classified data using Recurrent Neural Network (RNN) and Naive Bayes to determine positive and negative opinions about e-marketplace applications. Of the five e-marketplaces studied, Lazada was the platform with the highest accuracy and positive reviews, with 87.8%, followed by Shopee at 82.5%, TikTok Shop at 80.6%, Facebook Marketplace at 67.2%, and Tokopedia at 59.2%. The comparison between the RNN and Naive Bayes algorithms shows that the Naive Bayes algorithm excels in training accuracy across all platforms, reaching 92%. In testing, Naive Bayes accuracy was 85-95% and RNN accuracy was 75-91%. Naive Bayes demonstrated consistently high training and testing scores. Developers are advised to focus on improving aspects users complain about based on sentiment analysis, particularly negative reviews related to delivery, customer service, or product quality, and to delve deeper into the user experience.

Keywords: Sentiment Analysis, E-marketplace, Recurrent Neural Network, NaiveBayes.