

DAFTAR PUSTAKA

- [1] S. KEMP, “Global Digital Report 2018,” 2018, [Online]. Available: <https://wearesocial.com/blog/2018/01/global-digital-report-2018>
- [2] S. S. Anggorogiri, “Antecedents of e-satisfaction , e-Trust and their Impact on Purchase Intention on *Tokopedia* MSME Buyers Consumers,” *Enrich. J. Manag.*, vol. 12, no. 5, 2025.
- [3] B. Liu, “Sentiment Analysis: Mining Opinions, Sentiments, and Emotions, Second Edition,” *Sentim. Anal. Min. Opin. Sentim. Emot. Second Ed.*, no. May, pp. 1–432, 2020, doi: 10.1017/9781108639286.
- [4] G. Vinodhini and R. Chandrasekaran, “Sentiment Analysis and Opinion Mining: A Survey International Journal of Advanced Research in Sentiment Analysis and Opinion Mining: A Survey,” *Int. J. Adv. Res. Comput. Sci. Softw. Eng.*, vol. 2, no. 6, pp. 283–292, 2012.
- [5] W. E. Nurjanah, R. Setya Perdana, and M. A. Fauzi, “Analisis sentimen terhadap tayangan televisi berdasarkan opini masyarakat pada media sosial twitter menggunakan metode k-kearest neighbor dan pembobotan jumlah retweet,” *J. Pengemb. Teknol. Inf. dan Ilmu Komput.*, vol. 1, no. 12, pp. 1750–1757, 2017.
- [6] D. R. L. Hugh M. Pattinson, *No Title*. IGI Global701 E. Chocolate Ave., Hershey, PAUnited States, 2011. [Online]. Available: <https://dl.acm.org/doi/book/10.5555/2049861>
- [7] N. Sagala, . R., S. Irviantina, and E. Halim, “Marketplace Babelak (Barang Bekas Layak Pakai) Pada Mahasiswa Berbasis Web,” *J. SIFO Mikroskil*, vol. 24, no. 2, pp. 211–226, 2023, doi: 10.55601/jsm.v24i2.1041.
- [8] Angkasawati and Devi Milasari, “Pengembangan Pasar Tradisional Dalam Meningkatkan Minat Pengunjung Di Pasar Tradisional Boyolangu Kec. Boyolangu Tulungagung,” *Publiciana*, vol. 14, no. 1, pp. 169–187, 2021, doi: 10.36563/publiciana.v14i1.296.

- [9] R. Wahyudi and G. Kusumawardana, “Analisis Sentimen pada Aplikasi Grab di Google Play Store Menggunakan Support Vector Machine,” *J. Inform.*, vol. 8, no. 2, pp. 200–207, 2021, doi: 10.31294/ji.v8i2.9681.
- [10] A. F. Hidayatullah and S. N. Azhari, “Analisis Sentimen Dan Klasifikasi Kategori Terhadap Tokoh Publik Pada Data Twitter Menggunakan *Naive Bayes Classifier*,” vol. 2016, no. semnasIF, pp. 1–8, 2016.
- [11] A. Go, R. Bhayani, and L. Huang, “Twitter Sentiment Classification using Distant Supervision,” *Processing*, vol., pp. 1–6, 2009.
- [12] F. Li, “No Title.” Google Play Store, Singapura, 2015. [Online]. Available: <https://play.google.com/store/apps/details?id=com.Shopee.id>
- [13] M. Bittner, “No Title.” Google Play Store, Singapura, 2012. [Online]. Available: <https://play.google.com/store/apps/details?id=com.Lazada.android>
- [14] L. A. E. William Tanuwijaya., “No Title.” Google Play Store, Indonesia, 2009. [Online]. Available: <https://play.google.com/store/apps/details?id=com.Tokopedia .tkpd>
- [15] W. K. Sari, D. P. Rini, and R. F. Malik, “Text Classification Using Long Short-Term Memory With GloVe Features,” *J. Ilm. Tek. Elektro Komput. dan Inform.*, vol. 5, no. 2, p. 85, 2020, doi: 10.26555/jiteki.v5i2.15021.
- [16] M. Saouabi and A. Ezzati, “Data mining classification algorithms,” *Int. J. Math. Comput. Sci.*, vol. 15, no. 1, pp. 389–394, 2020.
- [17] L. S. Memory, “Long Short-Term Memory,” pp. 37–38, 2012.
- [18] Rayuwati, Husna Gemasih, and Irma Nizar, “IMPLEMENTASI ALGORITMA *NAIVE BAYES* UNTUK MEMPREDIKSI TINGKAT PENYEBARAN COVID,” *Jural Ris. Rumpun Ilmu Tek.*, vol. 1, no. 1, pp. 38–46, 2022, doi: 10.55606/jurritek.v1i1.127.

- [19] B. Olabenjo, "Applying *Naive Bayes* Classification to Google Play Apps Categorization," 2016, [Online]. Available: <http://arxiv.org/abs/1608.08574>
- [20] A. Indriani, "Klasifikasi Data Forum dengan menggunakan Metode *Naïve Bayes Classifier*," *Semin. Nas. Apl. Teknol. Inf. Yogyakarta*, pp. 21–2014, 2014, [Online]. Available: www.bluefame.com,
- [21] Q. A. A'yuniyah and M. Reza, "Penerapan Algoritma K-Nearest Neighbor Untuk Klasifikasi Jurusan Siswa Di Sma Negeri 15 Pekanbaru," *Indones. J. Inform. Res. Softw. Eng.*, vol. 3, no. 1, pp. 39–45, 2023, doi: 10.57152/ijirse.v3i1.484.
- [22] M. G. Akbar, H. Witriyono, Y. Apridiyansyah, and D. Abdullah, "Implementation Of The Inter Tk Package, Sub-Process And Os In The Network Management Application Development With Python Programming Language," *J. Komputer, Inf. dan Teknol.*, vol. 3, no. 1, pp. 187–196, 2023, doi: 10.53697/jkomitek.v3i1.1210.
- [23] S. Junaidi, M. Devegi, and H. Kurniawan, "Pelatihan Pengolahan dan Visualisasi Data Penduduk menggunakan Python," *ADMA J. Pengabdian dan Pemberdaya. Masy.*, vol. 4, no. 1, pp. 151–162, 2023, doi: 10.30812/adma.v4i1.2963.