

DAFTAR PUSTAKA

- [1] I. Krasnyuk, Y. Medvedeva, V. Baharev, and G. Chargaziya, "Evolution of strategies of retail and technological systems under broad digitalization conditions," *IOP Conf. Ser. Mater. Sci. Eng.*, vol. 497, no. 1, 2019, doi: 10.1088/1757-899X/497/1/012124.
- [2] A. Nurdiansyah, A. Pratiwi, and B. Kaunaini, "Literature Review Pengaruh Kepercayaan, Kemudahan dan Kepuasan," *J. Ilmu Multidisiplin*, vol. 1, no. 1, pp. 297–303, 2022.
- [3] A. W. Syaputri, "Analisis Sentimen Pada Ulasan Hotel Grand Elite Di Website Traveloka Menggunakan Algoritma K-Nearest Neighbor," *J. Ekon. Vol. 18, Nomor 1 Maret 201*, vol. 2, no. 1, pp. 41–49, 2020.
- [4] S. Hesti, S. N. Thasimmim, and W. Rimayanti, "Efektivitas Iklan Traveloka Televisi Konvensional Pada Konsumen di Era Digital," *J. SIMBOLIKA Res. Learn. Commun. Study*, vol. 7, no. 1, pp. 57–65, 2021, doi: 10.31289/simbollika.v7i1.4417.
- [5] B. Faradilla, "Analisis Sentimen Terhadap Aplikasi Traveloka Menggunakan Metode Learning Vector Quantization (Lvq) Berdasarkan Ulasan Di Google Play Store," 2020, [Online]. Available: [http://repository.uin-suska.ac.id/29632/%0Ahttp://repository.uin-suska.ac.id/29632/1/File lengkap sampai lampiran kecuali hasil penelitian.pdf](http://repository.uin-suska.ac.id/29632/%0Ahttp://repository.uin-suska.ac.id/29632/1/File%20lengkap%20sampai%20lampiran%20kecuali%20hasil%20penelitian.pdf)
- [6] F. Giovinda, H. Ridwan, and Pusporini, "Analisis Pengaruh Harga, Promosi dan Gaya Hidup Terhadap Keputusan Pembelian Pada Tiket. com," *Bus. Manag. Econ. Account. Natl. Semin.*, vol. 1, no. 1, pp. 1059–1076, 2020.
- [7] R. AGIANTO, M. Noor Arif WIRASAPUTRA, and R. FIRMANSYAH, "Analisis Penerapan Sistem Informasi Manajemen pada Aplikasi Tiket.com," *JEMSI (Jurnal Ekon. Manajemen, dan Akuntansi)*, vol. 7, no. 1, pp. 1–8, 2021, doi: 10.35870/jemsi.v7i1.510.
- [8] A. Setiaji and Tata Sutabri, "Analisis Model Pelayanan Aplikasi Agoda Pada

- Metaverse Menggunakan COBIT 5,” *J. RESTIKOM Ris. Tek. Inform. dan Komput.*, vol. 6, no. 1, pp. 24–31, 2024, doi: 10.52005/restikom.v6i1.307.
- [9] M. A. Rizaty, “Traveloka, Situs Perjalanan yang Paling Banyak Dikunjungi Masyarakat Indonesia,” *databoks*. [Online]. Available: <https://databoks.katadata.co.id/datapublish/2022/04/27/traveloka-situs-perjalanan-yang-paling-banyak-dikunjungi-masyarakat-indonesia>
- [10] Similarweb, “Top Apps Ranking.” Accessed: Mar. 06, 2025. [Online]. Available: <https://www.similarweb.com/top-apps/google/indonesia/travel-local/>
- [11] N. Yunita, “Analisis Sentimen Berita Artis Dengan Menggunakan Algoritma Support Vector Machine dan Particle Swarm Optimization,” *J. Sist. Inf. STMIK Antar Bangsa*, vol. 5, no. 2, pp. 104–112, 2016, [Online]. Available: www.tribunnews.com
- [12] B. Gunawan, H. S. Pratiwi, and E. E. Pratama, “Sistem Analisis Sentimen pada Ulasan Produk Menggunakan Metode Naive Bayes,” *J. Edukasi dan Penelit. Inform.*, vol. 4, no. 2, p. 113, 2018, doi: 10.26418/jp.v4i2.27526.
- [13] F. B. Aprillia, “ALGORITMA K- NEAREST NEIGHBOR (KNN) UNTUK ANALISIS SENTIMEN REVIEW APLIKSI SHOPEE,” pp. 1–23, 2023.
- [14] “Random Forest vs Decision Tree,” *sis.binus.ac.id*. Accessed: Nov. 03, 2025. [Online]. Available: <https://sis.binus.ac.id/2024/04/02/random-forest-vs-decision-tree/>
- [15] “What Are SVM?,” IBM. Accessed: Nov. 03, 2025. [Online]. Available: <https://www.ibm.com/think/topics/support-vector-machine>
- [16] A. D. Adhi Putra, “Analisis Sentimen pada Ulasan pengguna Aplikasi Bibit Dan Bareksa dengan Algoritma KNN,” *JATISI (Jurnal Tek. Inform. dan Sist. Informasi)*, vol. 8, no. 2, pp. 636–646, 2021, doi: 10.35957/jatisi.v8i2.962.
- [17] A. Rahman, E. Utami, and S. Sudarmawan, “Sentimen Analisis Terhadap Aplikasi pada Google Playstore Menggunakan Algoritma Naïve Bayes dan

- Algoritma Genetika,” *J. Komtika (Komputasi dan Inform.*, vol. 5, no. 1, pp. 60–71, 2021, doi: 10.31603/komtika.v5i1.5188.
- [18] F. A. Larasati, D. E. Ratnawati, and B. T. Hanggara, “Analisis Sentimen Ulasan Aplikasi Dana dengan Metode Random Forest,” *J. Pengemb. Teknol. Inf. dan Ilmu Komput.*, vol. 6, no. 9, pp. 4305–4313, 2022.
- [19] F. Bei and S. Sudin, “Analisis Sentimen Aplikasi Tiket Online Di Play Store Menggunakan Metode Support Vector Machine (Svm),” *Sismatik*, vol. 01, no. 01, pp. 91–97, 2021.
- [20] C. Cahyaningtyas, Y. Nataliani, and I. R. Widiyarsi, “Analisis Sentimen Pada Rating Aplikasi Shopee Menggunakan Metode Decision Tree Berbasis SMOTE,” *Aiti*, vol. 18, no. 2, pp. 173–184, 2021, doi: 10.24246/aiti.v18i2.173-184.
- [21] R. van Dinter, B. Tekinerdogan, and C. Catal, “Automation of systematic literature reviews: A systematic literature review,” *Inf. Softw. Technol.*, vol. 136, p. 106589, 2021, doi: <https://doi.org/10.1016/j.infsof.2021.106589>.
- [22] B. Qiu, Y. Zhang, H. Shen, J. Zhou, and L. Chu, “Ergonomic researches in agricultural machinery- a systematic review using the PRISMA method,” *Int. J. Ind. Ergon.*, vol. 95, p. 103446, 2023, doi: <https://doi.org/10.1016/j.ergon.2023.103446>.
- [23] A. Z. Amrullah, A. Sofyan Anas, and M. A. J. Hidayat, “Analisis Sentimen Movie Review Menggunakan Naive Bayes Classifier Dengan Seleksi Fitur Chi Square,” *Jurnal*, vol. 2, no. 1, pp. 40–44, 2020, doi: 10.30812/bite.v2i1.804.
- [24] F. V. Sari and A. Wibowo, “Analisis Sentimen Pelanggan Toko Online Jd.Id Menggunakan Metode Naive Bayes Classifier Berbasis Konversi Ikon Emosi,” *J. SIMETRIS*, vol. 10, no. 2, pp. 681–686, 2019.
- [25] ADMINLP2M, “Analisis Sentimen (Sentiment Analysis): Definisi, Tipe dan Cara Kerjanya,” 2022, [Online]. Available:

<https://lp2m.uma.ac.id/2022/02/21/analisis-sentimen-sentiment-analysis-definisi-tipe-dan-cara-kerjanya/>

- [26] “Teorema Bayes,” stekom. [Online]. Available: https://p2k.stekom.ac.id/ensiklopedia/Teorema_Bayes
- [27] “Filosofi Teorema Bayes terhadap Cara Pandang Kehidupan,” its.ac.id. [Online]. Available: <https://www.its.ac.id/news/2024/06/25/filosofi-teorema-bayes-terhadap-cara-pandang-kehidupan/#:~:text=Teorema Bayes merupakan salah satu,semakin akurat hipotesis yang ada.>
- [28] Muttaqin., M. Arafa, A. Kumala Jaya, Z. G. Mohamad Arif Suryawan, and F. Astri Rumondang Banjarnahor, Danny Philipe Bukidz, Hazriani Mariana Simanjuntak, Nurirwan Saputra, *Implementasi AI Dalam Kehidupan*. 2023. [Online]. Available: [http://repository.upy.ac.id/4945/1/FullBook Implementasi Artificial Intelligence \(AI\) dalam Kehidupan.pdf](http://repository.upy.ac.id/4945/1/FullBook Implementasi Artificial Intelligence (AI) dalam Kehidupan.pdf)
- [29] 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.
- [30] “APA ITU TEXT MINING DAN BAGIAMANA CARA KERJANYA,” algoritma. [Online]. Available: <https://algorit.ma/blog/teknik-text-mining-2022/>
- [31] T. Ridwansyah, “Implementasi Text Mining Terhadap Analisis Sentimen Masyarakat Dunia Di Twitter Terhadap Kota Medan Menggunakan K-Fold Cross Validation Dan Naïve Bayes Classifier,” *KLIK Kaji. Ilm. Inform. dan Komput.*, vol. 2, no. 5, pp. 178–185, 2022, doi: 10.30865/klik.v2i5.362.
- [32] H. Dhery, A. Assyam, and F. N. Hasan, “Analisis Sentimen Twitter Terhadap Perpindahan Ibu Kota Negara Ke IKN Nusantara Menggunakan Orange Data Mining,” *Media Online*, vol. 4, no. 1, pp. 341–349, 2023, doi: 10.30865/klik.v4i1.957.

- [33] A. 2, “Pengertian Dan Manfaat Text Mining,” kolong info. [Online]. Available: <https://kolonginfo.com/pengertian-dan-manfaat-text-mining/>
- [34] “No Apa itu Text Mining?,” *Binus Univ.*, 2021, [Online]. Available: <https://sis.binus.ac.id/2021/04/23/apa-itu-text-mining/>
- [35] H. Lau, T. Khosrawipour, P. Kocbach, H. Ichii, J. Bania, and V. Khosrawipour, “Evaluating the massive underreporting and undertesting of COVID-19 cases in multiple global epicenters,” *Pulmonology*, vol. 27, no. 2, pp. 110–115, 2021, doi: <https://doi.org/10.1016/j.pulmoe.2020.05.015>.
- [36] S. Choo and W. and Kim, “A study on the evaluation of tokenizer performance in natural language processing,” *Appl. Artif. Intell.*, vol. 37, no. 1, p. 2175112, Dec. 2023, doi: [10.1080/08839514.2023.2175112](https://doi.org/10.1080/08839514.2023.2175112).
- [37] N. P. Yunita and P. Korespondensi, “APLIKASI PENCARIAN HADIS MENGGUNAKAN VECTOR SPACE MODEL DENGAN PEMBOBOTAN TF-IDF DAN CONFIX-STRIPPING STEMMER HADITH SEARCH APPLICATION USING THE VECTOR SPACE MODEL WITH TF-IDF WEIGHTING AND CONFIX-STRIPPING STEMMER,” vol. 10, no. 3, pp. 665–675, 2023, doi: [10.25126/jtiik.2023106736](https://doi.org/10.25126/jtiik.2023106736).
- [38] K. Serial, K. No, W. Nasional, C. Ke, Y. Messenger, and M. Stemming, “Kata Kunci : Filter Kata, Chatting, Stemming. I Pendahuluan 5.5.1,” vol. 1, no. 1, pp. 1–9, 2020.
- [39] D. Musfiroh, U. Khaira, P. E. P. Utomo, and T. Suratno, “Analisis Sentimen terhadap Perkuliahan Daring di Indonesia dari Twitter Dataset Menggunakan InSet Lexicon,” *MALCOM Indones. J. Mach. Learn. Comput. Sci.*, vol. 1, no. 1, pp. 24–33, 2021, doi: [10.57152/malcom.v1i1.20](https://doi.org/10.57152/malcom.v1i1.20).
- [40] E. K. Jacon Murel PH.D, “Apa itu matriks kebingungan?,” IBM. [Online]. Available: https://www.ibm.com/id-id/topics/confusion-matrix?utm_source=chatgpt.com

- [41] N. L. P. M. Putu, Ahmad Zuli Amrullah, and Ismarmiaty, “Analisis Sentimen dan Pemodelan Topik Pariwisata Lombok Menggunakan Algoritma Naive Bayes dan Latent Dirichlet Allocation,” *J. RESTI (Rekayasa Sist. dan Teknol. Informasi)*, vol. 5, no. 1, pp. 123–131, 2021, doi: 10.29207/resti.v5i1.2587.
- [42] N. A. Ahmed, “What is A Confusion Matrix in Machine Learning? The Model Evaluation Tool Explained,” *datacamp*, 2024, [Online]. Available: <https://ksnugroho.medium.com/confusion-matrix-untuk-evaluasi-model-pada-unsupervised-machine-learning-bc4b1ae9ae3f>
- [43] M. Heydarian, T. E. Doyle, and R. Samavi, “MLCM: Multi-Label Confusion Matrix,” *IEEE Access*, 2022, doi: 10.1109/ACCESS.2022.3151048.
- [44] R. Arthana, “Mengenal Accuracy, Precision, Recall dan Specificity serta yang diprioritaskan dalam Machine Learning,” Medium. [Online]. Available: <https://rey1024.medium.com/mengenal-accuracy-precision-recall-dan-specificity-septa-yang-diprioritaskan-b79ff4d77de8>
- [45] S. Kusumo, “Penerapan Web Scraping Deskripsi Produk Menggunakan Selenium Python Dan Framework Laravel,” *JATISI (Jurnal Tek. Inform. dan Sist. Informasi)*, vol. 9, no. 4, pp. 3426–3435, 2022, doi: 10.35957/jatisi.v9i4.2727.
- [46] Widodo, “Web Scrapping Dengan Python,” sitesunpad. [Online]. Available: <https://sites.unpad.ac.id/widodo/2021/02/03/web-scrapping-dengan-python/>
- [47] “Properties of AdeABC and AdeIJK efflux systems of *Acinetobacter baumannii* compared with those of the AcrAB-TolC system of *Escherichia coli*”, doi: 10.1128/AAC.03728-14.
- [48] M. Ahmad, S. Aftab, S. Bashir, N. Hameed, I. Ali, and Z. Nawaz, “SVM Optimization for Sentiment Analysis,” *Int. J. Adv. Comput. Sci. Appl.*, vol. 9, Apr. 2018, doi: 10.14569/IJACSA.2018.090455.
- [49] R. Kosasih and A. Alberto, “Analisis Sentimen Produk Permainan

Menggunakan Metode TF-IDF Dan Algoritma K-Nearest Neighbor,” *InfoTekJar J. Nas. Inform. dan Teknol. Jar.*, vol. 6, no. 1, pp. 134–139, 2021, [Online]. Available: <https://doi.org/10.30743/infotekjar.v6i1.3893>

- [50] M. Yunus, “TF-IDF (Term Frequency-Inverse Document Frequency): Representasi Vector Data Text,” Medium. [Online]. Available: <https://yunusmuhammad007.medium.com/tf-idf-term-frequency-inverse-document-frequency-representasi-vector-data-text-2a4eff56cda>
- [51] Z. Sirait, A. Amalia, and D. Marpaung, “Penerapan Bahasa Indonesia Yang Baik Dalam Memudahkan Penjualan Barang Melalui E-Commerce,” *Community Dev. J. J. Pengabd. Masy.*, vol. 3, no. 1, pp. 26–29, 2022, doi: 10.31004/cdj.v3i1.3391.
- [52] D. Elreedy, A. F. Atiya, and F. Kamalov, “A theoretical distribution analysis of synthetic minority oversampling technique (SMOTE) for imbalanced learning,” *Mach. Learn.*, vol. 113, no. 7, pp. 4903–4923, 2024, doi: 10.1007/s10994-022-06296-4.
- [53] E. Erlin, Y. Desnelita, N. Nasution, L. Suryati, and F. Zoromi, “Dampak SMOTE terhadap Kinerja Random Forest Classifier berdasarkan Data Tidak seimbang,” *MATRIK J. Manajemen, Tek. Inform. dan Rekayasa Komput.*, vol. 21, no. 3, pp. 677–690, 2022, doi: 10.30812/matrik.v21i3.1726.
- [54] S. Sofyan and A. Prasetyo, “Penerapan Synthetic Minority Oversampling Technique (SMOTE) Terhadap Data Tidak Seimbang Pada Tingkat Pendapatan Pekerja Informal Di Provinsi D.I. Yogyakarta Tahun 2019,” *Semin. Nas. Off. Stat.*, vol. 2021, no. 1, pp. 868–877, 2021, doi: 10.34123/semnasoffstat.v2021i1.1081.
- [55] J. Khatib and S. Dalam, “Hyperparameter Tuning Algoritma Supervised Learning untuk Klasifikasi Keluarga Penerima Bantuan Pangan Beras,” vol. 12, no. 1, pp. 1351–1365, 2023.
- [56] Z. Maisat, E. Darmawan, and A. Fauzan, “Implementasi Optimasi Hyperparameter GridSearchCV Pada Sistem Prediksi Serangan Jantung

- Menggunakan SVM Implementation of GridSearchCV Hyperparameter Optimization in Heart Attack Prediction System Using SVM,” vol. 13, no. 1, pp. 8–15, 2023.
- [57] P. S. Informatika and U. M. Malang, “Implementasi Extra Trees Classifier dengan Optimasi Grid Search CV pada Prediksi Tingkat Adaptasi,” vol. 9, no. 1, pp. 78–88, 2024.
- [58] I. S. Hidayat, S. Defit, and G. W. Nurcahyo, “Simulasi dalam Optimalisasi Pengadaan Barang menggunakan Metode K-Mean Clustering,” *J. Sistim Inf. dan Teknol.*, vol. 3, pp. 281–286, 2021, doi: 10.37034/jsisfotek.v3i4.79.
- [59] M. A. Sembiring, R. A. T. Agus, and M. F. L. Sibuea, “Analisis Kepuasan Pelanggan Menggunakan Metode Rough Set,” *J. Sci. Soc. Res.*, vol. 4, no. 2, p. 227, 2021, doi: 10.54314/jssr.v4i2.647.
- [60] “Metode Data Mining,” sis.binus.ac.id. [Online]. Available: https://sis.binus.ac.id/2023/06/08/metode-data-mining/?utm_source=chatgpt.com
- [61] “Proses Data Mining KDD,” sis.binus.ac.id. [Online]. Available: <https://sis.binus.ac.id/2021/09/30/proses-data-mining-kdd/>
- [62] D. Anggarwati, O. Nurdiawan, I. Ali, and D. A. Kurnia, “Penerapan Algoritma K-Means Dalam Prediksi Penjualan Karoseri,” *J. Data Sci. Inform.*, vol. 1, no. 2, pp. 58–62, 2021.
- [63] A. D. Wibisono, S. Dadi Rizkiono, and A. Wantoro, “Filtering Spam Email Menggunakan Metode Naive Bayes,” *TELEFORTECH J. Telemat. Inf. Technol.*, vol. 1, no. 1, 2020, doi: 10.33365/tft.v1i1.685.
- [64] M. Ridho Handoko, “Sistem Pakar Diagnosa Penyakit Selama Kehamilan Menggunakan Metode Naive Bayes Berbasis Web,” *J. Teknol. dan Sist. Inf.*, vol. 2, no. 1, pp. 50–58, 2021, [Online]. Available: <http://jim.teknokrat.ac.id/index.php/JTSI>
- [65] N. M. Putry, “Komparasi Algoritma Knn Dan Naïve Bayes Untuk Klasifikasi

- Diagnosis Penyakit Diabetes Mellitus,” *EVOLUSI J. Sains dan Manaj.*, vol. 10, no. 1, 2022, doi: 10.31294/evolusi.v10i1.12514.
- [66] A. Putri *et al.*, “Komparasi Algoritma K-NN, Naive Bayes dan SVM untuk Prediksi Kelulusan Mahasiswa Tingkat Akhir,” *MALCOM Indones. J. Mach. Learn. Comput. Sci.*, vol. 3, no. 1, pp. 20–26, 2023, doi: 10.57152/malcom.v3i1.610.
- [67] O. P. Zusrotun, A. C. Murti, and R. Fiati, “Analisis Sentimen Terhadap Belajar Online pada Media Sosial Twitter Menggunakan Algoritma Naive Bayes,” *J. Nas. Pendidik. Tek. Inform.*, vol. 11, no. 3, pp. 310–319, 2022, doi: 10.23887/janapati.v11i3.49160.
- [68] D. Marutho, “Perbandingan Metode Naive Bayes , KNN , Decision Tree Pada Laporan Water Level Jakarta,” *Manaj. Inform. AMIK JTC Semarang*, vol. 15, no. 2, pp. 90–97, 2019.
- [69] F. Sodik and I. Kharisudin, “Analisis Sentimen dengan SVM , NAIVE BAYES dan KNN untuk Studi Tanggapan Masyarakat Indonesia Terhadap Pandemi Covid-19 pada Media Sosial Twitter,” *Prisma*, vol. 4, pp. 628–634, 2021.
- [70] “Most Popular Distance Metrics Used in KNN and When to Use Them,” KDnuggets. [Online]. Available: <https://www.kdnuggets.com/2020/11/most-popular-distance-metrics-knn.html>
- [71] U. JAMARI, “PENJELASAN CARA KERJA ALGORITMA K-NEAREST NEIGHBOR (KNN),” Laboratorium Dasar Komputasi unand. [Online]. Available: <http://labdas.si.fti.unand.ac.id/2022/03/20/penjelasan-cara-kerja-algoritma-k-nearest-neighbor-knn/>
- [72] S. R. Cholil, T. Handayani, R. Prathivi, and T. Ardianita, “Implementasi Algoritma Klasifikasi K-Nearest Neighbor (KNN) Untuk Klasifikasi Seleksi Penerima Beasiswa,” *IJCIT (Indonesian J. Comput. Inf. Technol.)*, vol. 6, no. 2, pp. 118–127, 2021, doi: 10.31294/ijcit.v6i2.10438.

- [73] Inna Logunova, “K-Nearest Neighbors Algorithm for ML,” serokell.io. [Online]. Available: <https://serokell.io/blog/knn-algorithm-in-ml>
- [74] I. Rosyadi, F. A. Artanto, S. E. Rahmawati, H. Tri, and B. Joyo, “Decision Tree Dalam Analisis Keputusan Pembelian Program Pada Perkumpulan Penggiat Programmer Indonesia,” vol. XII, no. Iii, pp. 141–144, 2022.
- [75] M. Jena and S. Dehuri, “Decision tree for classification and regression: A state-of-the art review,” *Inform.*, vol. 44, no. 4, pp. 405–420, 2020, doi: 10.31449/INF.V44I4.3023.
- [76] T. Algoritma, “Decision Tree: Jenis, Cara Membuat, Kelebihan & Kekurangan,” 2022. Accessed: Apr. 05, 2025. [Online]. Available: <https://blog.algorit.ma/decision-tree/>
- [77] S. A. Kokatnoor and B. Krishnan, “A two-stepped feature engineering process for topic modeling using batchwise LDA with stochastic variational inference model,” *Int. J. Intell. Eng. Syst.*, vol. 13, no. 4, pp. 333–345, 2020, doi: 10.22266/IJIES2020.0831.29.
- [78] I. Siti Aisah, B. Irawan, and T. Suprpti, “Algoritma Support Vector Machine (Svm) Untuk Analisis Sentimen Ulasan Aplikasi Al Qur’an Digital,” *JATI (Jurnal Mhs. Tek. Inform.*, vol. 7, no. 6, pp. 3759–3765, 2024, doi: 10.36040/jati.v7i6.8263.
- [79] S. Sahoo and J. Maiti, “A Novel Cholesky Kernel based Support Vector Classifier,” pp. 1–8, 2024.
- [80] B. A. Maulana, M. J. Fahmi, A. M. Imran, and N. Hidayati, “Analisis Sentimen Terhadap Aplikasi Pluang Menggunakan Algoritma Naive Bayes dan Support Vector Machine (SVM),” *MALCOM Indones. J. Mach. Learn. Comput. Sci.*, vol. 4, no. 2, pp. 375–384, 2024, doi: 10.57152/malcom.v4i2.1206.
- [81] S. I. Nurhafida and F. Sembiring, “Analisis Sentimen Aplikasi Novel Online Di Google Play Store Menggunakan Algoritma Support Vector Machine

- (SVM),” *J. Sains Komput. Inform. (J-SAKTI)*, vol. 6, no. 1, pp. 317–327, 2022.
- [82] A. Arisusanto, N. Suarna, and G. Dwilestari, “Analisa Klasifikasi Data Harga Handphone Menggunakan Algoritma Random Forest Dengan Optimize Parameter Grid,” *J. Teknol. Ilmu Komput.*, vol. 1, no. 2, pp. 43–47, 2023, doi: 10.56854/jtik.v1i2.51.
- [83] A. Sagita, A. Faqih, G. Dwilestari, B. Siswoyo, and D. Pratama, “Penerapan Metode Random Forest Dalam Menganalisis Sentimen Pengguna Aplikasi Capcut Di Google Play Store,” *JATI (Jurnal Mhs. Tek. Inform.)*, vol. 7, no. 6, pp. 3307–3313, 2024, doi: 10.36040/jati.v7i6.8205.
- [84] Dqlab, “Kelebihan dan Kekurangan Random Forest,” dqlab.id. [Online]. Available: <https://dqlab.id/algoritma-decision-tree-vs-random-forest-machine-learning>
- [85] Muhammad Romzi and B. Kurniawan, “Pembelajaran Pemrograman Python Dengan Pendekatan Logika Algoritma,” *JTIM J. Tek. Inform. Mahakarya*, vol. 03, no. 2, pp. 37–44, 2020.
- [86] Runimeirati, Abdul Muis, and Figur Muhammad, “Pelatihan Text Mining Menggunakan Bahasa Pemrograman Python,” *Abdimas Langkanae*, vol. 3, no. 1, pp. 36–46, 2023, doi: 10.53769/abdimas.3.1.2023.83.
- [87] M. Kuroki, “Using Python and Google Colab to teach undergraduate microeconomic theory,” *Int. Rev. Econ. Educ.*, vol. 38, p. 100225, 2021, doi: <https://doi.org/10.1016/j.iree.2021.100225>.
- [88] R. Gelar Guntara, “Deteksi Atap Bangunan Berbasis Citra Udara Menggunakan Google Colab dan Algoritma Deep Learning YOLOv7,” *J. Manaj. Sist. Inf.*, vol. 2, no. 1 SE-Articles, pp. 9–18, May 2023, doi: 10.59431/jmasif.v2i1.156.
- [89] R. Gelar Guntara, “Pemanfaatan Google Colab Untuk Aplikasi Pendeteksian Masker Wajah Menggunakan Algoritma Deep Learning YOLOv7,” *J.*

- Teknol. Dan Sist. Inf. Bisnis*, vol. 5, no. 1, pp. 55–60, 2023, doi: 10.47233/jteksis.v5i1.750.
- [90] EcemHazarhun, “KDD vs CRISP-DM,” Medium. [Online]. Available: <https://medium.com/@ecemhazarhun/kdd-vs-crisp-dm-f7b8ea99640>
- [91] Medium, “KDD Framework.” Accessed: Nov. 05, 2025. [Online]. Available: <https://medium.com/@shawn.chumbar/kdd-process-in-data-science-a-beginners-guide-426d1f0fc062>
- [92] A. A. Baskara, N. M. Piranti, and M. F. Romdendine, “FRAMEWORK DATA MINING : SEBUAH SURVEI,” vol. 9, no. 3, pp. 4886–4895, 2025.
- [93] T. Arifqi, N. Suarna, and W. Prihartono, “Penggunaan Naive Bayes Dalam Menganalisis Sentimen Ulasan Aplikasi Mcdonald’S Di Indonesia,” *JATI (Jurnal Mhs. Tek. Inform.*, vol. 8, no. 2, pp. 1949–1956, 2024, doi: 10.36040/jati.v8i2.8740.
- [94] H. Taufiqqurrahman, F. Tri Anggraeny, and M. Muharrom Al Haromainy, “Perbandingan Algoritma Naïve Bayes Dan K-Nearest Neighbor Pada Analisis Sentimen Ulasan Aplikasi Mypertamina,” *JATI (Jurnal Mhs. Tek. Inform.*, vol. 7, no. 6, pp. 3934–3939, 2024, doi: 10.36040/jati.v7i6.7801.
- [95] Y. A. Singgalen, “Extract Sentiment and Support Vector Machine (SVM) Performance of Hotel Guest Review Classification,” *Technol. Sci.*, vol. 5, no. 3, pp. 627–635, 2023, doi: 10.47065/bits.v5i3.4737.
- [96] Ihsan Zulfahmi, “Analisis Sentimen Aplikasi PLN Mobile Menggunakan Metode Decission Tree,” *J. Penelit. Rumpun Ilmu Tek.*, vol. 3, no. 1, pp. 11–21, 2023, doi: 10.55606/juprit.v3i1.3096.
- [97] D. Ardiansyah, A. Saepudin, R. Aryanti, E. Fitriani, and Royadi, “Jurnal Analisis Sentimen TikTok dengan SVM dan PSO,” *J. Inform. Kaputama*, vol. 7, no. 2, pp. 233–241, 2023, doi: 10.59697/jik.v7i2.148.
- [98] A. Lestari, R. Santoso, and S. Suparti, “Analisis Sentimen Pengguna Online Travel Agent (Ota) Pada Perusahaan Pegipegi.Com Menggunakan Random

Forest,” *J. Gaussian*, vol. 12, no. 4, pp. 616–624, 2024, doi: 10.14710/j.gauss.12.4.616-624.

- [99] J. Ilmiah *et al.*, “Analisis Sentimen Access by Bus Kota se-Indonesia Menggunakan Metode K-Nearest Neighbors,” vol. 3, 2025.

