ABSTRACT

The development of e-commerce is very rapid in Indonesia. Coupled with the covid-19 virus that is sweeping the world, e-commerce is a major factor in protecting Indonesia's economy. People who are advised to be at home just find it difficult to make buying and selling transactions. This greatly triggers the public to make buying and selling transactions online. Many companies provide this e-commerce service. One of the factors that influence the quality of e-commerce services is the e-commerce application itself. People who use the application have their own views which can be in the form of an opinion. From this the company can find out the advantages and disadvantages of the applications provided. Opinions given by people are very good in determining the policies taken to improve the service. It's just that with so many opinions given it is very difficult to analyze the sentiment as a whole. This research creates a system for analyzing sentiments in e-commerce application reviews using the convolutional neural network (CNN) method. This system can analyze sentiments into three categories, positive, negative and neutral with the highest accuracy achieved at 86.6%. This accuracy is obtained by changing several system configurations such as changing the percentage of the data partition, changing the learning rate, batch size, and epoch.

***Keywords**: sentiment analysis, convolutional neural network, e-commerce.*