

ABSTRACT

PT KAI's application, KAI Access, was launched to provide easy ticket reservations and access to information about train transportation. However, KAI Access has quite a lot of negative reviews with a rating of only 2.8 only on the Google Play Store. Considering that, this study aims to study the user experience with Honeycomb models on KAI Access. With a large number of reviews, researchers used the Big Data Analysis field with sentiment analysis methods to determine the nature of the polarity of the review and classify the review on the Ux Honeycomb Model. The results of the analysis will provide information relating to complaints or inconveniences from debates conducted by users. The conclusions from the research will show which factors that must be developed or improved.

Keywords: Big Data Analysis, User Experience, Sentiment Analysis, Classification, review.