

ABSTRACT

Nowadays, technological developments are so fast that various information can be spread very quickly. Such as the acquisition of information in the field of education in Indonesia. The process of transforming conventional learning methods into digital systems began to develop rapidly. Various learning media appear as a place or place to study for today's society. In Indonesia, there are several paid and unpaid applications such as the Ruangguru application. An application has advantages and disadvantages, a place to convey satisfaction and complaints, one of which is through filling out reviews related to the application. Google Playstore provides access for users to submit opinions freely so that they can provide complaints and feedback for the applications used. Some of the weaknesses/weaknesses of Ruangguru are learning videos that only follow KD from the curriculum and no additional details, delivery of videos that are too childish, too many pop-ups and annoying promotional banners and also no discounts offered.

In this study using quantitative methods by collecting data using google colab and rapidminer, there were 10,000 reviews obtained in this study. The data was cleaned so that 8036 clean data were obtained. The results obtained from data processing using the naive Bayes method get 33% positive sentiment and 67% negative sentiment. These results illustrate that the overall results of the Ruangguru application review are negative. Topic modeling is used to identify patterns and relationships between data from text documents. The popular method used for topic modeling is Latent-Dirichlet Allocation (LDA) using Google Colab.

Keywords: Ruangguru, service quality, playstore, sentiment analysis, topic modeling