Abstract

Online marketplaces are now a part of our everyday lives. Especially during pandemic that occurred, it forced people to stay at home and accelerated the development of online marketplaces. With increase in activity in online marketplace applications also accompanied by an increase in reviews and complaints given by users. The result of sentiment analysis for online marketplace is beneficial to define their business and marketing strategy. This research, implements Long Short-Term Memory classification method with Word2Vec feature extraction, as well as Support Vector Machine classification method as a comparison. At the end of this research, by evaluating the performance of both models, it was found that Support Vector Machine accuracy is 89,3%, meanwhile for Long Short-Term Memory accuracy 88,5%.

Keywords: Sentiment Analysis, Long Short-Term Memory (LSTM); Support Vector Machine (SVM), Word2vec, TF-IDF