

## **ABSTRACT**

This research examines attitudes towards the Lazada application. The main objective of this study is to determine the sentiment towards the e-commerce company Lazada application. In the current development, the process of buying and selling transactions between sellers and buyers is growing. By utilising sentiment analysis, opinion gathering evaluates emotional expressions and text tendencies (positive and negative). Not only is it done directly but it can also be done online or can be called e-commerce. Which is where the rapid development of technology indirectly encourages entrepreneurs to develop through e-commerce. Lazada is one of the online stores in Indonesia that has many users and Lazada provides convenience in shopping without the need to come to the place or directly. However, purchasing goods using e-commerce has problems regarding the quality of the goods you want to buy, therefore purchasing goods can be seen through reviews of each item you want to buy. The purpose of this research is to assess the level of accuracy of sentiment analysis classification models using deep learning and neural networks. This research applies the Recurrent Neural Network (RNN) algorithm with Long Short Term Memory (LSTM). As well as using the Epoch value as a parameter in processing validation data and test data to be able to produce the best accuracy value. Experiments were conducted using training datasets, and testing was conducted using datasets from the Lazada website. The findings show that this model provides excellent results, reaching around 86.18%.

**Keywords** : e-commerce, Lazada, RNN, LSTM, Epoch