

## DAFTAR ISI

<b>ABSTRAK</b>	<b>ii</b>
<b><i>ABSTRACT</i></b>	<b>iii</b>
<b>LEMBAR PENGESAHAN</b>	<b>iv</b>
<b>LEMBAR PERNYATAAN ORISINALITAS</b>	<b>v</b>
<b>KATA PENGANTAR</b>	<b>vi</b>
<b>DAFTAR ISI</b>	<b>vii</b>
<b>DAFTAR GAMBAR</b>	<b>x</b>
<b>DAFTAR TABEL</b>	<b>xi</b>
<b>DAFTAR ISTILAH</b>	<b>xii</b>
<b>BAB I PENDAHULUAN</b>	<b>1</b>
<b>I.1 Latar Belakang</b>	<b>1</b>
<b>I.2 Perumusan Masalah</b>	<b>4</b>
<b>I.3 Tujuan Penelitian</b>	<b>4</b>
<b>I.4 Batasan Penelitian</b>	<b>4</b>
<b>I.5 Manfaat Penelitian</b>	<b>4</b>
<b>I.6 Sistematika Penulisan</b>	<b>5</b>
<b>BAB II TINJAUAN PUSTAKA</b>	<b>6</b>
<b>II.1 Ruangguru</b>	<b>6</b>
<b>II.2 Google Play</b>	<b>6</b>
<b>II.3 <i>Customer Satisfaction</i></b>	<b>6</b>
<b>II.4 <i>Knowledge Discovery in Database</i></b>	<b>7</b>
<b>II.5 <i>Text Mining</i></b>	<b>7</b>
<b>II.6 <i>Sentiment Analysis</i></b>	<b>8</b>
<b>II.7 <i>Labeling</i></b>	<b>8</b>
<b>II.8 <i>Text Preprocessing</i></b>	<b>9</b>
<b>II.8.1 <i>Data Cleaning</i></b>	<b>9</b>
<b>II.8.2 <i>Tokenization</i></b>	<b>9</b>
<b>II.8.3 <i>Stopword Removal</i></b>	<b>10</b>

II.8.4	<i>Stemming</i>	10
II.9	<i>Splitting</i>	10
II.10	<i>TF-IDF</i>	11
II.11	<i>Support Vector Machine (SVM)</i>	11
II.12	<i>Confusion Matrix</i>	14
II.13	<i>K-fold Cross Validation</i>	15
II.14	<i>Topic Modeling</i>	15
II.15	<i>Latent Dirichlet Allocation (LDA)</i>	16
II.16	<i>Topic Coherence</i>	16
II.17	<i>Wordcloud</i>	17
II.18	Penelitian Terdahulu	17
<b>BAB III METODOLOGI PENELITIAN</b>		<b>22</b>
III.1	Kerangka Berpikir	22
III.2	Sistematika Penyelesaian Masalah	23
III.3	Pengumpulan Data	25
III.4	Pengolahan Data	25
III.5	Metode Evaluasi	26
III.5.1	<i>Confusion Matrix</i>	26
III.5.2	<i>K-fold Cross Validation</i>	26
III.5.3	<i>Topic Coherence</i>	26
III.6	Alasan Pemilihan Algoritma	27
<b>BAB IV ANALISIS DAN PERANCANGAN</b>		<b>28</b>
IV.1	Pengumpulan Data	28
IV.2	<i>Exploratory Data Analysis</i>	28
IV.3	<i>Data Labeling</i>	35
IV.4	<i>Text Preprocessing</i>	36
IV.4.1	<i>Data Cleaning</i>	36
IV.4.2	<i>Tokenization</i>	36
IV.4.3	<i>Stopwords Removal</i>	37
IV.4.4	<i>Stemming</i>	38
IV.5	<i>Splitting</i>	38
IV.6	<i>TF-IDF</i>	39

IV.6.1	Perhitungan <i>TF</i>	39
IV.6.2	Perhitungan <i>IDF</i>	40
IV.6.3	Perhitungan <i>TF-IDF</i>	41
IV.7	Perancangan Model <i>Support Vector Machine</i>	42
IV.8	Evaluasi dengan <i>Confusion Matrix</i>	43
IV.9	<i>K-fold Cross Validation</i>	44
IV.10	Perancangan Algoritma <i>Latent Dirichlet Allocation</i>	45
IV.11	Evaluasi dengan <i>Topic Coherence</i>	46
IV.12	<i>Wordcloud</i>	47
<b>BAB V IMPLEMENTASI DAN ANALISIS HASIL</b>		48
V.1	Implementasi Algoritma <i>Support Vector Machine</i>	48
V.2	Evaluasi Model <i>Support Vector Machine</i>	48
V.3	Analisis Hasil Model <i>Support Vector Machine</i>	52
V.4	Implementasi Algoritma <i>Latent Dirichlet Allocation</i>	53
V.5	Evaluasi Model <i>Latent Dirichlet Allocation</i>	54
V.6	Analisis Hasil Model <i>Latent Dirichlet Allocation</i>	55
<b>BAB VI KESIMPULAN DAN SARAN</b>		60
VI.1	Kesimpulan	60
VI.2	Saran	61
<b>DAFTAR PUSTAKA</b>		62