ABSTRACT

The rapid development of information technology has changed society's perspective in seeking and obtaining information, whether in health or other areas. This research aims to address the challenges in disseminating health information in Indonesia by applying sentiment analysis based on AI (Artificial Intelligence). This study uses the Artificial Neural Network (ANN) method. The focus of this research is sentiment analysis with individual factors from review comments on the Google Play Store. The problem addressed in this research is the understanding of user acceptance factors toward features in health applications. The results of this study indicate that the gender indicator received both positive and negative sentiment labels. This study uses textblob for labelling and employs an Artificial Neural Network model, achieving the highest accuracy of 97%. This research is expected to provide an understanding to health application users about the features in health applications. It is also expected to produce accurate sentiment analysis modelling that is useful for the development of public health services in Indonesia in the current technological era.

Keywords: Health Applications, AI, Artificial Neural Network, Individual, Sentiment Analysis.