ABSTRACT

With the increasing digital era, many sectors have begun to innovate to produce something to make human life easier, one of which is the banking sector. One of the innovations obtained by the banking sector is making mobile banking. At the same time, banks want to know their customer reviews to assess the performance of mobile banking. Reviews can be obtained from anywhere. Many customers give their reviews on social media, for example Twitter. With so many reviews given by customers, banks need to analyze the reviews given by customers. Therefore, sentiment analysis is needed. Sentiment analysis is currently starting to use deep learning as the latest processing technique that continues to grow in its processing. One of the deep learning methods that can be used is using the Bidirectional Long Short-Term Memory (BiLSTM) model. The research will also use Word2Vec as feature expansion. The results of the study prove that the use of hyperparameter tunning can increase the accuracy value by 73.21%.

Keywords: Sentimen Analysis, Mobile Banking, Bidirectional Long Short-Term Memory