

## **ABSTRACT**

My Tel-U mobile is an application built in the Telkom University campus environment. Carrying the concept of a super-app where the focus is to accommodate various needs of the academic community in the Telkom University environment, both students, lecturers, and employees. Along with the development of the My Tel-U mobile application, it has received quite a lot of complaints from its users. Some user complaints are submitted through the review feature on Google Play. The most common complaints include the presence and lecturer schedule features that suddenly disappear, there is no alarm feature, the server is often down. The reviews in Google Play can reflect the level of satisfaction of the academic community in the Telkom University environment towards the My Tel-U mobile application. To find out more about the review patterns given by the academic community towards the My Tel-U mobile application, sentiment analysis is needed. In addition to knowing the review patterns, the results of sentiment analysis can also be used as evaluation material for developers to improve applications that are often complained about, by developing or perfecting the application. This study uses the Naïve Bayes algorithm for sentiment analysis on reviews of the My Tel-U mobile application obtained from the comments column on Google Play. The results of the analysis show that the reviews are more positive with the performance of the confusion Matrix sentiment model, namely by comparing the training data and testing data of 80:20, the accuracy results are 95% and the f1-score with an average of 95%. The precision results with an average value of 95%, recall with an average of 95%, and f1-score with an average of 95% can be said to have quite good results. For the results of K-Fold Cross Validation, the average accuracy from the 0th to the 9th trial is 90.41%.

Keywords: Sentiment, My Tel-U mobile, Naive Bayes