ABSTRACT

The growth of internet services in Indonesia is increasingly rapid, one of which is indicated by the high number of IndiHome customers. However, the increase in the number of customers is also accompanied by the large number of reviews and complaints submitted through various digital platforms. The main problem in this context is how to process and analyze these customer reviews efficiently to objectively understand sentiment and service quality. This topic is important because customer reviews can be a strategic reference for service providers in improving user quality and satisfaction.

This study proposes a solution in the form of sentiment analysis using the Recurrent Neural Network (RNN) approach with Long Short-Term Memory (LSTM) which is able to handle word sequences and contexts in text data. The LSTM model was chosen because of its ability to overcome the vanishing gradient problem and maintain important contextual information in sequential data such as customer reviews. Review data was collected from platform X regarding IndiHome, then processed and labeled manually for model training.

The results showed that the RNN-LSTM model was able to classify customer sentiment accurately with an accuracy value of 0.89, and provided significant insight into customer perceptions of IndiHome services. These findings are expected to be a reference for strategic decision-making by companies and enrich the literature in the field of deep learning-based sentiment analysis.

Keywords: *sentiment analysis, indihome, RNN, LSTM, customer reviews, deep learning.*