ABSTRACT

ASPECT-BASED SENTIMENT ANALYSIS ON VIDIO APP REVIEWS ON GOOGLE PLAY STORE

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Vidio is one of the most popular online video streaming applications in Indonesia, with a monthly viewership reaching 60 million and around 3.5 million subscribers in the second quarter of 2022. However, not all customers are satisfied with Vidio's services. This is evident from the critical or complaint-laden reviews written by users on the Google Play Store platform. This study aims to analyze aspect-based sentiment from these reviews using the pre-trained IndoBERT model for sentiment analysis and the Latent Dirichlet Allocation (LDA) model to identify sentiment-related aspects in user reviews. The data used consists of 55,811 Indonesian-language reviews from the Google Play Store, covering the years 2016 to 2022. The study results show that the overall sentiment polarity is generally positive (62.6%). However, in 2022, there was a noted decrease in the number of positive reviews and an increase in negative reviews. The aspects influencing user opinions from 2016 to 2022 are divided into positive (content quality and variety, satisfaction with features, and streaming quality), negative (technical issues, ad interruptions, subscription services, and app performance), and neutral (transactions, access to paid content, and content availability and features)

Keywords** : **Aspect-based sentiment analysis, reviews, IndoBERT, LDA, Vidio