

## ***ABSTRACT***

*Pajar Firmansah, Application of Long Short-Term Memory (LSTM) for Sentiment Analysis on Spotify User Reviews in Google Play Store, supervised by Mrs. Rini Nuraini Sukmana, S.T., M.T.*

*The growth of music streaming service applications such as Spotify has led to a variety of user reviews available on the Google Play Store platform. These reviews contain opinions that can be utilized to understand user satisfaction with the provided services. This study aims to apply the Long Short-Term Memory (LSTM) method in sentiment analysis to classify Spotify user reviews into positive, negative, and neutral sentiment categories.*

*The method used involves several main stages, such as collecting review data from Kaggle, text preprocessing (case folding, normalization, tokenization, stopword removal, and lemmatization), data labeling, as well as LSTM model training and evaluation. The dataset used consists of 85,501 user reviews, with an 80:20 split for training and testing data.*

*The results from model training and evaluation show that the LSTM method is capable of classifying sentiment with a good level of accuracy 90%. This sentiment analysis is expected to provide valuable insights for application developers in understanding user perceptions and needs more deeply, and serve as a basis for strategic decision-making to improve service quality.*

***Keywords:*** *Long Short-Term Memory (LSTM), Sentiment Analysis, Spotify, User Reviews, Google Play Store, Natural Language Processing.*