# ADVERTISING ANOMALY DETECTION ON *MARKETPLACE* WITH ONE-CLASS SVM

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## ABSTRACT

The projected increase in Indonesia's economic development will increase in 2021 with a value between 3% to 4.4%. This is inseparable from the development of increasing E-commerce in Indonesia. Statistics noted that the number of e-commerce users in Indonesia in 2017 reached 139 million users, after that it rose 10.8% to 154.1 million users the following year. However, with the large number of e-commerce users in Indonesia, there are still many people who are less careful in making purchases. Therefore, in this study, we detect advertising anomalies in the marketplace using one-class SVM. The purpose of this study is to detect advertising anomalies in the marketplace and warn buyer to selective when making transactions in the marketplace. This research is based on the use of one SVM class to detect anomalies that provide accuracy above 90 percent, the result is that by using one SVM class, anomalies can be detected with the greatest accuracy of 97.5%.

Keywords: anomaly detection, e-commerce, machine learning, SVM