

Abstract

Along with the development of technology of Internet, e-commerce becomes familiar. One form of utilization of e-commerce is the use of a web as a means of buying and selling. Some web that allows customers to shop online also provides the flexibility to customers to participate write a review about the product bought. The consequence is an increase in the number of product reviews. Every day could be hundreds of new review appears. This condition will make customer difficult to read the reviews that can help him to make a decision to buy a product. For that, we need a system that can help customers read the reviews on the Internet easier. The solution offered is a feature-based opinion mining.

This system will look for product features from opinion sentence. Then, opinion sentences containing features that have been identified will be classified into positive or negative orientation. The data used is derived from a review in www.tabloidpalsa.co.id. The results showed that the feature extraction using FP-Growth algorithm produces very low precision value with an average value about 0.103. The low value of precision mainly because of the extracted features that consisting of more than one word did not pay attention to the order of words in a sentence. While the orientation opinion process is already fairly high with an accuracy average about 71.9%.

Keywords : opinion mining, FP-Growth, product features, sentiment analysis, SentiWordNet