

Abstract

E-commerce website not only provide facility to make a purchase transaction, but also provide facilities to the consumer to give an opinion or review about their products or services. In this research, the object that used as object material are five documents containing reviews from consumer about five kinds of electronic products on Amazon.com web, the consumer reviews was also used by Minqing Hu and Bing Liu in a journal entitled “Mining and Summarizing Customer Reviws” [1].

Review or opinion from customer can be either positives or negatives comment that can help the other consumer, producer, and seller to make a decision. The number of reviews that increasingly and unlimited posts can lead difficulty for a consumer to determine the orientation of opinion, so analysis of opinion classification that can determine the polarity of sentiment (positive or negative) to the consumer reviews is needed.

The classification process to be performed in this final project research is using semi-supervised method based on opinion lexicon or online dictionary (WordNet) to count the similarity score between two words to provide the sentiment orientation.

Keywords: consumer reviews, opinion orientation, classification, semi-supervised, opinion lexicon, WordNet, WordNet Similarity, label, data set.