Abstract

Lot of various e-commerce makes prospective buyers more selective so that it relies on reviews left by The rise of various e-commerce makes prospective buyers more selective so that it relies on reviews left by previous buyers to determine the decision to buy a product. The number of reviews, both positive and negative, greatly influences which side can be trusted. If the review that is read is not real or is called a fake review, it will harm both of the seller and the buyer side. For this reason, an analysis is needed to detect fake reviews on a collection of product reviews. This research was approached with a five-class features named sentiment features, personal features, brand-only features, content feature, and metadata feature using the Support Vector Machine classification method. This research compares between SentiwordNet and SenticNet to get which sentiment extraction is better. This research also carried out to analyze whether the differences in the use of SentiwordNet and SenticNet, the selection and integration of features, and changes in parameters also choosing kernel in SVM will affect the system. The best results obtained an accuracy of 74,46%. From the results of this study, it was found that SenticNet is better than SentiwordNet, then tuning SVM parameters can get optimal results, also using sentiment feature affect the system for detecting fake review.

Keywords: fake reviews, support vector machine, features, sentiwordnet, senticnet