

Abstract

Modern societies are increasingly savvy in choosing a product that will meet their needs. One way to do is to use the internet to see reviews about the product that they will buy. Online review is usually made by the user who has been experience user of the product or the product manufacturing company. Communities can use the informatin to support their decision in purchasing a product. Communities can use the information to support their decision in purchasing a product. To facilitate the searching for opinion about the product that the user want to look for, we need a kind of tools to search opinion by the internet.

In determining a document that is an opinion, and opinion expressing about the given query, is a challeng that must be resolved. The problem to get the opinion expression related to the query topic, can be solved by using the proximity-based opinion retrieval to calculate the weight of opinion expression related to the query. And to rank the document, must be calculate by relevance score and opinion expression about the query.

Based on the research conducted using proximity-based method, obtained an average accuracy in calculate the document relevance and opinionatedness document score has an average value above 90%.

Keywords: proximity-based, opinion, query.