

Abstract

Improved e-commerce transaction has made market players switched buying and selling process to modern level via internet. Many online buying and selling website providers that arise until make consumer easy to argue about the product witch he bought. Unfortunately, an existing argument about a product have big number and make it difficult to conclude. So, in this Final Project experiment has been analyzed to make a system that can do sentiment classification and make product reviews summarization from that product.

Product Reviews, generally not only about that product but also reviews about its fitur. So, analysis also do to get what feature that reviews in the argument and what opinion word that follow the feature using Noun Phrase Chunking and Double Propagation method.

Aspect Classification and entity has been doing to decide the argument in the reviews to positif argument and negative argument. There are many methods to do this classification, but in this Final Project experiment has been used Unsupervised method based on polarity similarity assumption in every two adjective that appear together connected with “and” conjunction that capable give sentiment orientation exactly.

Keyword: Sentiment, Classification, Noun Phrase Chunking, Double Propagation, Unsupervised, Product Review