

Abstract

Various sites of online shop often ask for the feedback from their customers related the product that they have purchased. Review from the online customer can be considered as one of valuable source information both for the customers themselves or to the producers of these products.

However, for products with famous branding have very many reviews. It can be difficult for customers if they have to read one by one all the existing review. Therefore we need a system that can summarize a review or opinion of the customer and classify them based on product features and its orientation.

An activity which aims to analyze the data from customer feedback is called opinion mining, which later in this final project will be great affect in the forming of opinion summarization. Opinion summarization in this final project itself will be divided into several stages , namely : (1) assess the product features that have been reviewed by consumers (feature extraction), (2) and identify the opinion sentence and will decide whether the opinions are positive or negative (sentiment analysis), (3) and in the end will result in a conclusion or summary based on the product's features and its orientation (summarizing). The method used in the process of opinion summarization for this final project is association mining method with CBA algorithm (Classification Based on Association).

Based on test results, using the association mining method and the help of pruning can identify the relevant product features with average precision in the range of 0.82 produced. The value of this precision is affected by the number of words and variants of each feature on customer reviews.

Keywords : *Opinion mining, Opinion summarization, Feature extraction, Sentiment analysis.*