

Abstract

Sentiment which is there in a product online review is useful and have an influence in decision-making by person to buy any product or organization to manage the count of product production. As in an opinion, reviewer provide positive and negative reviews simultaneously and can be ambiguous. This is due, opinions targets are often not the product as a whole, but rather part of a product called the feature, where there are advantages and disadvantages in the eyes of reviewers. In this thesis, the goal is to produce sentiment from mobile phone opinion based on its feature. Opinion data used in this final task in English is taken from the site www.cnet.com. Feature extraction is done by searching for phrases that match the template relation dependencies, then do the filtering feature. The identification of sentiment, the probability value is positive, negative, and label the target class of the data preparation, a classifier Nu SVM input parameters. In the study by NU SVM, some data are treated as unlabeled data. Results obtained from this study for the evaluation of sentiment identification with F1-Measure at 86.25%. for positive class and for negative class is 77.71% . As for feature identification obtained 82% accuracy sebesar 86.25%.

Keywords: product feature, review, sentiment, Nu-SVM, feature-based opinion