ABSTRACT

The development of e - commerce is currently trigger prospective buyers more trusting reviews written by previous buyers. The positive reviews are likely to make prospective buyers will buy the goods, and otherwise if it is negative product reviews. But a lot of the reviews are growing today are no longer written by actual buyers. Review written is not actually called fake reviews / untruthful review that the spam category and author known spammers.

This research will be carried out detection of fake reviews on the approach of multiple feature classes using Naïve Bayes method. This study will use NLP and SentiwordNet lexicon and use a dictionary to assist the extraction of sentiment that has never been done before researchers to make a better result of system. Furthermore, this study will analyze whether the use of the tagger, dictionaries, and the election will affect the system features and feature classes what most affects the system.

The result is the use of the tagger and the dictionary will affect the system. The best results are obtained accuracy of 83.33 %. Election features will also affect the system. From the results obtained would be better if all the feature classes are used to the system. And most influential feature class is a class of personal features.

Keywords: fake review, untruthful review, opinion spam, Naïve Bayes