

ABSTRACT

Today, many companies are using the Internet as a means of doing business like online shopping. Not only used to sell goods, but the internet can also be used to see the customer response to a product of the company through reviews provided by customers. To be able to process the review based on feature-level, feature-based sentiment analysis required. The same problems have been worked on[8,9] with the domain in electronic goods and using the CBA (Classification Based on Association) in the feature extraction. In this final project, domain used is the movie. The method used is the Apriori algorithm included P-Support Pruning for feature extraction and opinion words orientation using SentiWordNet for sentiment classification. The results of the two processes will be used in the summarization process. The results of experiments on feature extraction showed precision value is higher than the value of the recall. This shows that the system generates fewer features which are mostly relevant features with manual features, but is also means to many relevant features missing. While the results of experiments on sentiment classification show that the overall performance is above 80 % and the opinion words orientation method for sentiment classification to work well by 78 % .

Keywords : analysis sentiment, feature-level, SentiWordNet, apriori