

Abstract

In 2019, the Indonesian Ministry of Industry targeted the beauty & skin care industry sector to increase in effectiveness by 9%. This decision made by the Ministry of Industry is an action regarding the increasing demand of the Indonesian's people's lifestyle and dependent over the beauty & skin care products. Female daily is a website that provides informations & reviews about the beauty & skin care products. According to datas by Bright Local in Local Consumer Review Survey conducted in 2019, about 82% respondents will halt any transactions if there's a negative review in a product, and about 84% respondents trusts these reviews. Because of this, there needs to be a research to ease on how customer thinks and make their own decision according to reviews of a products they wanted to have, by looking throughout many aspects such as sentiment analysis of the product & behavior. In this research, the problem statement is going to be resolved using sentiment analysis with the Word2vec feature extraction and Support Vector Machine (SVM) method. The best model in this research is an f1-score by 69.46%

Keyword : sentiment analysis, Word2Vec, SVM