

1. Introduction

Today's beauty industry is witnessing a surge in the number of products specifically designed for women. Consumers are actively reviewing these products on various online platforms. One notable platform is 'Female Daily', a web or mobile application offering a wealth of fashion and beauty content for women and men [1]. It serves as a comprehensive beauty resource, boasting over 13,000 products from upwards of 1,000 brands, and hosting more than 100,000 product reviews.

A review of beauty products provide consumers with information about a product's quality and its suitability for use. However, not all beauty products meet consumer needs, necessitating caution. Sentiment analysis is a technique utilized to examine customer feedback on social media, providing a means to gauge customer satisfaction. This technique is mostly employed in natural language processing and involves machine learning algorithms to identify sentiments expressed in specific texts [2].

Sentiment analysis involves a classification stage to categorize sentiments into three types: positive, negative, or neutral [3]. To directly understand the meaning of a sentence in a review, an algorithm is required to process and map this information into vector form using the Word2Vec method. Word2Vec is often used to classify text based on the generated vectors. This method is also used to visualize vectors from a paragraph or document, which will then be classified using the SVM method [4].

This research focuses on the development of a system that applies sentiment analysis based on aspects within the dataset to generate more specific sentiments. The dataset used is sourced from the Female Daily site, which contains beauty product reviews. The analyzed aspects include aroma, packaging, price, and product each having three sentiments: positive, negative, and neutral. These aspects are set [5] as classes, while sentiments are considered labels. In this study, the system is built using Word2Vec feature extraction with a dimension of 300 for optimal results and SVM is employed as the classification method due to its ability to produce optimal results, as evidenced by previous research using the SVM method that achieved a good accuracy of 88.35%. However, the final results presented by previous studies did not explain in detail the results in each aspect or category reviewed, but only sought an average of the overall data. In this paper, we provide a detailed explanation of the results for each aspect reviewed.