Abstract

The number of customers increases significantly as the online shop e-commerce proliferation and the increasing number of online merchants. The costumers can review products online. Review from costumers is a source of information that is very useful for both the consumer and manufacturing products. The costumers can use the information to support their decision in purchasing an item. For manufactured products, understanding the customer's opinion is valuable information for the development of a product, marketing, and also CRM (Customer Relationship Management). But with the increasing number of reviews of a product, raise issues which complicate the costumers and manufacturing products in evaluating the existing review.

This thesis aims to summarize the existing reviews by grouping based on features and orientation of the opinion. Each review will be looked for the features that are discussed and defined the orientation of the opinion. There are three stages: (1) extracting the features of a product and identifying opinion related to the featured products in each sentence (feature extraction); (2) Identifying orientation of the opinion (sentiment analysis); (3) Generating summarize based on feature and orientation.

Maximum entropy classification method used to classify the extracted features. Based on the test result found that using maximum entropy classification methods produce better performance than without using maximum entropy

Keywords : *Data Mining, Opinion Mining, Opinion Summarization, Pos Tagging, Maximum Entropy*