Abstract

Social Media now is growing up easily to help people, company and organization for analyze information in decision maker.Opinion Mining or Sentiment Anlysis was used to built a system with collecting and analizing product *review* from *tweet, comments,and blog spot. Review* consist of sentiment that expressed by many ways and contexts. *Online Customer Review Analysis* in document level and sentence level were could not handle what kind aspect in the topic.So its need a particular solution to recomendate *review* product, one all of them Sentiment Anlysis Feature Level. Sentiment Anlysis Feature Level process consist two step : (1) Identification feature aspect in Online Product *Review*, (2) Identification the context of sentence based on the rule positive, and negative.This observation use Naive Bayes Classifier and *apriori* Algorithm. Actually Naive Bayes Classifier and *Apriori* algorithm is't good enough for the performance, so we need to add coreference resolution algorithm on preprocessing and use *apriori* algorithm for classification. The process of adding those two methods produces best performance of F1measure up to 0,8888**.**

Keyword: *Sentiment Analysis , Online Product Reviews*, *Apriori Algorithm, Naïve Bayes Classifier, Coreference Resolution.*