

## Abstract

Product review is a review opinions conveyed by the buyer on the discussion forum or the official website of the store. Based on the analysis that has been done, the majority of the reviews of existing products in the form of a noun, so that the extraction process prioritized on nouns and noun phrases using association approaches to find frequent itemset mining of any product that has been specified minimum support.

As a result of that approach, there are still product features other than nouns and noun phrases that can not be extracted. The absence of a specific method used to handle the majority of product reviews in the form of a noun. There is an extraction error on the pronoun, either a person's pronoun or a non-person pronoun. There is a feature that was deleted due to the process of pruning.

The solutions that offered to handle the above problems are: Coreference Resolution to handle pronouns, either pronouns of people or non-people. Lexicon based to extract adjectives or opinion features in each Taxonomy based dataset using the ontology concept to mmeperdalam hierarchy of each subset, serves to extract the features deleted due to the pruning process. Labeling errors such as words that still have capital letters is to improve the extraction process on the label feature in the dataset. There is bio-chunking or iob chunking used to provide clarity of the word meaning prepared for term filtering.

**Keywords:** product reviews, lexicon based, bio chunking, coreference resolution, ontology, and taxonomy based.