Abstract

The technology and industry growth make increasement the value of product and service and various public opinions to the product. Human needs and desires of the product also has different criteria. Based on the phenomenons, information retrieval systems can be used to help people in finding a suitable product by criterias that are needed based on the opinions given on every product without having to bother to read and search all the existing opinion on any product. . The data of product that will be used in this case is a car product data. So for the results to be sorted list of the cars that are most relevant to the query that user type, that is the list of cars from the greatest weight to the lower weight. Before assigning weights to each car, opinions which each car has and query that user type will be processed by data preprocessing to get the correct data - was considered important and needed in the system. Information retrieval system in the process of assigning weights that is constructed in this case uses a vector-based approach, the method used is the generalized vector space models. This method proved to be able to generate a list of products that are relevant by calculating the similarity of the query that user type and the opinion of every product[5]. The results given by system with more than one word in query can already show car ranking and it will be more specific when using words related to car and or brands of cars. While the MOS test results showed good results with average of relevance and accuracy is 3.87.

Kata Kunci: *information retrieval,* data *preprocessing*, *vector based, generalized vector space model*