

Abstract

Online transactions has been growing rapidly these days. The number of products which sold through online transactions is increasing and many kind of types. A review of the product is often provided by the consumer to comment on the products they have purchased. On the types of branded products has a review that very much. Supposed to be a review of the consumer can be used as a feedback producers and consumers would use as a reference when buying goods product. A review which increasing number would make it difficult to read one by one. The solution is to identify the specific features of the products on the reviews that have been written by consumer. The final task is done to identify problems featured-based opinion summarization of consumer reviews. The identification process consists of two main steps: (1) extraction of product features that have been reviewed by the consumer (feature extraction); and (2) identification of polarity opinion feature to determine the polarity of opinion sentence (sentiment analysis). Author use association rule mining method with apriori algorithm to feature extraction process. Based on testing result, association rule mining method proved to be able to extract the features of the product. Features that have been extracted is used to check on each sentence to find the orientation of opinion using SentiWordNet to obtain the polarity of opinion were discussed by the consumer features on the review.

Keywords : *Association rule mining, Feature extraction, Opinion summarization, Sentiment analysis*