

Abstract

Product review on e-commerce usually becomes a guideline for customer to decide the product's quality and to get the information about another customer satisfaction for the product. However, a huge number of review makes it hard to read. Opinion classification and summarization offer a solution for customer to read the review faster and easier. The research on this field, particularly on feature based opinion summarization has a huge development along with a variety of techniques and approach. Feature based sentiment analysis requires a feature extraction process to extract product's feature before identify feature's orientation on the sentence. This process can be done by identifying a noun that has a lot of occurrence in the review using association mining. Association mining that applied in the system has proved to gain product's feature as long as term filtering is done before. Then, opinion orientation for feature in each sentence is obtained by utilize opinion dictionary. This kind of approach in sentiment analysis is called dictionary based approach.

Keywords: sentiment analysis, product review, opinion mining, feature based opinion summarization.