Abstract

Opinion mining is an emerging topic made at this time. Opinion mining is a branch of research that focuses on text mining in opinion analysis of a text document. The business world is currently using opinion mining to automatically analyze customer opinions about products and services and conduct classification of positive and negative opinions. One way to implement opinion mining is the extraction Opinion. This method is used to detect where there is an opinion words or phrases in a document. This phase has several approaches in its application, in this final rule as a method using a pattern approach. This approach is used for feature extraction and matching opinions in a sentence with the sentence structure with a pattern of knowledge. This approach can extract features and opinion candidates at once from a document or sentence then carried classification negative positive opinion is based on semantic orientation with PMI-IR algorithm.

Keywords: *Opinion Mining, Opinion Extraction, Pattern Rule*