ABSTRACT

Nowadays, e-commerce provides a particular page for their consumer who want to write the review about some products which sold there (product review). It helps prospective buyers to make decision wheather the product which they want to buy is good or bad. Besides, it helps the sellers to get their consumer's feedback. The sellers and prospective buyers can read product reviews one by one and classify it into positive opinion and negative opinion. But, there are some problems exist. First, the number of product reviews increases day by day. Second, e-commerce allows their consumers to write positive and negative opinion about some product features in one review (free format). The sellers and prospective buyers feel difficult to classify which feature that had positive opinion and negative opinion. Therefore, they need a system which can extract product feature from review and classify its opinion automatically.

Class Sequential Rules (CSR) method can be implemented on product feature extraction and Opinion Lexicon method can be implemented on feature opinion classification. It proved by product features appearance as the result of feature extraction and couples of feature-opinion appearance as the result of opinion classification. The best f-score of feature extraction using CSR in free format review is 51,26% and the best f-score of opinion classification using Opinion Lexicon in free format review is 35,65%.

Keywords: feature extraction, opinion classification, opinion mining, product review, Class Sequential Rules, Opinion Lexicon