

ABSTRACT

A large number of Android users complain that applications are purchased not in accordance with the needs, it happened because of the difficulty of finding relevant information about the advantages and benefits of the features on Google playstore applications. Utilization review is expected to provide information regarding the advantages and disadvantages of features on users to extract features based on the opinions contained in the review.

Opinion obtained will be assessment on the features. To get the value of the necessary features several stages of the process of collecting the data review, the data review is the .html file hasilpenyimpanan google apps website manually. The data already collected will at some stage of the process include the preprocessing stage, the stage of feature extraction algorithms High Adjective Count (HAC) and feature assessment phase with the algorithm Max Opinion Score (MOS).

To validate the truth of feature writers use labeling feature manually using the respondent. The results obtained HAC known to have an accuracy of 80% for feature extraction in the top 5 features that result from the overall review. HAC has a 28.78% accuracy feature extraction values in one review or a single review. Results are given in MOS can provide features along with the value of the feature.

Keywords: review, google play, opinion mining, feature-based opinions, HAC, MOS, features.