

Abstract

Product review provides many big advantages for consumers and producers. With the large number of review start from hundreds or even thousands and various opinions given opinions, it can make the process to analyze these opinions become harder. To produce some informations from these opinions, we can use data processing with sentiment analysis. Generally, sentiment analysis performed at the level of document, sentence, and even clause. In this research, sentiment analysis will be conducted to product review based on a particular aspect of the product. An outline of this research was conducted in four stages. First stage is data preprocessing with case folding, tokenization, stop word removal and stemming. Next stage is term or feature selection with part-of-speech (POS) tagging approaching and Chi Square method. And then followed by classify aspect and sentiment with Naïve Bayes classification method. After classification process sistem will be evaluated by counting F1-Measure score. Based on the evaluation result, known that system can do aspect based sentiment analysis with best F1-Measure score 78.12% with aspect classification performance 85.41% and sentiment classification 62.5%.

Keyword: Sentiment Analysis, *Preprocessing*, *POS Tagging*, *Chi Square*, *Naïve Bayes*, *F1-Measure*