

ABSTRACT

Improved in online transactions, supporting people to make a purchase products online. In the study effect of long-term impact of customer service stating that 88% of consumers effected online review service in decision [1], sentiment from consumer can be taken to next police strategy. However, many reviews from customer about a product are in huge number making it difficult to draw conclusions from the review of the product. In this final project has build a system that can provide classification and a summary of product reviews. The system was built usinf feature extraction and sentiment extraction with Term Frequency-Invers Document Frequency (TF-IDF) method and using classification method with K-Nearest Neighbor (K-NN). Then, for K-NN has a computation time long enough, it will be used Principal Components Analysis (PCA) to reduce the dimension

The test results demonstrate using TF-IDF weighting values, K-NN classification method, and dimension reduction by PCA shows the value of the highest accuracy of 79.58% with a principal amount and components as much as 90 with value of $k = 31$. The value k without using PCA values obtained accuracy the highest was 86.15% with value of $k = 1$.

Keywords : Sentiment Analysis, K-Nearest Neighbor, Term Frequency-Inverse Document Frequency. Principal Component Analysis.