

Abstract

Nowadays the development of e-commerce increases the number of producers which sells their product through online ways. This development of e-commerce is a big change for producers to promote their product as the tools for the consumer activities which is for share review. Product review by consumer is one of the way to increase sales of a product, reviews on products used by consumers to make decisions in the purchase of products by reading reviews of the product features. The number of reviews of a product makes it difficult for consumers to read and understand the review, so that ultimately the consumer is not able to conclude the results of product reviews are read and assess whether they read product reviews contain positive opinion or negative opinion. So that in this Final Project made a system which can identify features, opinion of classification and the summary from the result from the classification of opinion towards the features of product. Opinion classification towards the product features will be built by supervised learning approach which used labelled training data and testing data. Multinomial Naïve Bayes method which is the development of methods of naïve Bayes classifier, this method used multinominal distribution in a conditional probabilities function. This method can handle problems which has uncertainty reasoning. The implementation of Multinomial Naïve Bayes method towards classification of opinion can deliver performance about 87,71%. Classification opinions are based on the aspect *level* because not all consumers express a single opinion indicated for different features and with Aspect level of opinion classification success in knowing someones opinion towards a product features whether they likes or not.

Keyword : review product, Multinomial Naïve bayes, aspect level, supervised learning.