# Abstract

*Nowdays, trading activities are conducted through online stores increasing. In the course of buying and selling online, customers can give review of product in online. This product review can be very important information. For customer this review can be used as consideration in buying a product, for seller this review can be used as feedback to determine desirable product of customer, so seller can provide product, and for manufacturing product this review can be used as feedback to improve product quality. However, with the increasing number of review that expressed, it appears a problem in evaluation, quite difficult to determine the exact opinion of product as well as opinion orientation considering the number of existing review.*

*In this final project constructed an opinion summarization system that can summarize product review in Bahasa and include them in positive and negative categories. The process is topic identification, opinion extraction, and summarization followed by sentiment analysis. The method used for the proces of summarization is Maximum Marginal Relevance (MMR) because provide good summary. In generating summary MMR account relevance value between sentences so good to producing summary. To determine the orientation of opinion on sentiment analysis used Chatterbox.*

*Based on test results obtained show that MMR can produce the highest precision is 88.89% with recall 88.89% in summarization product review in Bahasa. Characteristics of data can improve or degrade performance obtained. When the data processed is review with number of words that make up sentences $\leq 10$ words obtained better performance then $>10$ words.*

**Keyword**: *product review, opinion summarization, Bahasa, Maximum Marginal Relevance, Chatterbox.*