

Abstract

The continued development of the internet technology has resulted in the widespread system of selling goods via the online shop (e-commerce). E-commerce facilities are included to provide a *review* or opinion about a product. The *review* has several benefits, in terms of the customer, the customer can read the opinions of our customer who is already using the product or not using it. Of the *review*, will consider whether the product has a feature that suits us or not. In terms of manufacturers, the manufacturer can know feedback from customers that can be used to determine the advantages and disadvantages of these products and can determine what action was taken with the feedback from the customer. Number of *reviews* or opinions on the e-commerce very much, up to tens or even hundreds. It can be difficult for the customer to get useful information because they have read too many opinions and *reviews*.

To deal with these problems, there are solutions to do opinion summarization of *reviews* in which customers do summarization then grouping into positive opinion or a negative opinion. in this thesis, there are three processes are performed, namely 1) feature extraction and opinions in a *review*, 2) the determination of the association rule-feature pair opinions, 3) the establishment of the rule pair features a summary of opinions and opinion orientation identification.

Based on test results obtained show that the algorithm PMI - IR can be used for product *reviews* of summarization process with the highest frequency of occurrence counting rule in the form of an opinion on the product features and their orientation is determined by using a chatterbox.

Keywords: Opinion Summarization , POSTagging, Frequent feature , PMI-IR , Chatterbox