

Abstract

Technological developments provide a very large spare for a company to market its products extensively through the internet. Consumers and manufacturers can also interact directly. Consumers can give opinions about the products they want. The opinion usually reflect consumer preferences or dislike about the product. The Consumer opinion may be used as a media company evaluation of the product that has been marketed and could be one important element in the business strategy.

Opinion Mining or Sentiment analysis is a branch of text mining research that focuses on the analysis of the opinion of the document text. Opinion mining is a work which reviews related to the computational treatment of opinion, sentiment, and subjectivity of the text. Semi-supervised purposed approach to classify opinions in this study. One of semi-supervised method is Word Sense Disambiguation Based Graph by Graph WordNet and SentiWordNet approach. This approach aims to select the most appropriate word before weighted. The number of iterations is becoming one of the PageRank weighting, affecting system performance. Results showed an highest accuracy of 83,88% for dataset Tabloid Pulsa and 76,25% for dataset PASTI PAS Pertamina .

Keywords: Opinion mining, semi supervised method, Graph Based Word Sense Disambiguation