

ABSTRACT

Along with the development affects the process of buying and selling transactions which where the previous conventional process changed to modern level with the internet or we can call it with e-commerce. The rapid development of e-commerce is a great opportunity for manufacturers to market their product and promote them to consumers. One of the things consumers concern when buying a product is a review. Consumers who want to buy a product will certainly see from the review whether good or bad. With the many reviewers will make it difficult for consumers wheter the product is worth buying or not. Therefore, in this final project will create a system that capable of classifying the review is a positive review or a negative review. The data used in this research is an Amazon product review focusing on the cell phones & accessories category. The classification of this final research is using maximum entropy method and also using TF-IDF method to get feature on the product in the review. For evaluation use precision, recall and F-1 Measure. The best result is 83% in accuracy and 90.074% f1-score on the 1000th iteration.

Keywords: Amazon, Review, TF-IDF, Maximum Entropy, Cell Phones & Accessories