Abstract

Nowdays the online transactions or e-commerce is increasing. This increase of e-commerce can provide great opportunities for producers to market their products and make it easier for people to share their activities, including sharing reviews. reviews on products used by consumers to know the advantages or disadventages of a product and can help consumers to make a decision in purchasing the product. The number of reviews of product makes the consumer struggling to understand the review, so that ultimately the consumer is not able to conclude from the review. So that in this Final Project made a system which can classification of sentiment on feature product. Sentiment Classification and summaries of product review are based on the aspect level, because to know consumer opinion towards an aspect product whether they likes or not. Classification aspect and sentimen using supervised learning approach which used labelled data. Bayesian Network method is a method used on probabilistic classifiers. Bayesian Network method used to determine the aspects in the review with positive or negative sentiment by utilizing the relationship between words and variable in the review. The implementation of Bayesian Network method on aspect classification can deliver performance f1- score about 88.73% and the classification sentiment to aspect can deliver performance f1-score about 86,0408%.

Keyword: sentiment analysis, aspect level, product reviews, Bayesian network.