

Abstract

Product opinion is influential in the world of trade as widespread reach of sales with internet technology. However, for a product not a few reviews / reviews provided, can even reach hundreds of point review. The classification of opinions on product features is done to facilitate the user in making decisions for the product. The classification in this analysis is done by using Pointwise Mutual Information (PMI) and lexicon opinion which consists of SentiWordNet 3.0 and MPQA. The three methods will then be compared based on the results of the classification. The PMI method is a classification method using certain calculations to produce positive or negative opinion results. SentiWordNet 3.0 and MPQA are classification methods using lexicon to find out the results of positive or negative opinions. Each of these methods will be analyzed to determine the effectiveness of the classification system of opinion based on the resulting accuracy.

This thesis research shows that the highest average accuracy is obtained by Pointwise Mutual Information method, which is 55.78%. The average accuracy of opinion classification generated by MPQA lexicon is 54.80%. The average accuracy of opinion classification generated by lexicon SentiWordNet 3.0 is 48.41%. Differences in opinion classification results using Pointwise Mutual Information method on corpus, lexicon SentiWordNet 3.0, and MPQA can be caused by several factors. These factors, among others, due to differences in content contained in the corpus and lexicon, the number of vocabulary and the number of words produced, and the preparation of corpus and lexicon that use certain principles.

Keyword: Classification, Pointwise Mutual Information, SentiWordNet 3.0, MPQA