Abstract

The increasing popularity of websites that provide information about tourism place and provide comment column, allowing website's visitor to make the comments as a reference to visit the tourism place, such as the comments column on TripAdvisor website. However, the tourist comments on the site the TripAdvisor web only gives an overall rating on each comment and does not provide a rating according to the aspects discussed, it makes difficult for readers to analyze the superior aspects of the comment. Related to the problem, this study aims to group words from the comments in accordance with the related aspects into a more detailed information by using multi aspect sentiment analysis. The method used is the rule-based classifier, rule-based classifier can classify sentiment using rules that can be formed according to conditions and required in the research, from the rule of rules-based classifier known the highest coverage is 98.50% and the smallest accuracy is 99.27%, derived from each rule on the classification process of sentiment by rule-based classifier. In the result, the value of coverage on positive sentiment is quite high, because the number of words with positive label, and accuracy value is good enough that shows the accuracy of classification with rule-based classifier on the system.

Keywords: Bandung, Multi Aspect Sentiment Analysis, Rule-Based Classifier, TripAdvisor, Tourism