Abstract

Google Play is a digital distribution service developed Google to allows Android users to download applications published by developers through Google service. A variety of Android applications are available on Google Play and every Google Play users who has downloaded the application can leave a review for the application. In this research, reviews of the Maps, an application developed by Google are used as a dataset for the implemented opinion mining system, because Maps is one of the editor's choice application (the best application in the application category according to the Google Play editor) so that there are millions of reviews that would be hard to read one by one. Opinion mining system that was implemented in this research uses association rules mining method using FP-Growth method at the feature extraction stage, after all opinions of each feature are extracted and polarity identification process is performed to determine positive or negative opinions and finally, the system will generate a review summarization which consist of list of features with its quantity of positive and negative values. Implementation of opinion mining system for Maps could help the application developer to identify feature problems from user's reviews so that the developer could give enhancement upgrades. On this research, the system got 55% for f-measure on feature extraction, the system got low score because of the way it works is depends on word's occurrence to decide whether that word is a feature or not.

Keywords: feature extraction, FP-Growth algorithm, opinion mining