## Abstract

Beauty products are one of the most sold items and high demand by people who make online transactions through ecommerce. In the review column for each product, reviews are written by customers who have purchased and used these beauty products. The more popular a product is the more reviews that appear in the review column of a product. Many reviews will make it difficult for readers if they must read all the reviews one by one. Because of that, the implementation of opinion mining was developed in this research to summarize all the product reviews based on product features. This summarization could be used by producers to review the advantages and disadvantages of their products that have been marketed and used by potential consumers as a reference to determine the products to be purchased. The method used for feature extraction is association of mining rules with the FP-Growth algorithm. After the feature is extracted, then the orientation identification process is carried out for the word opinion by using Python library called TextBlob so that the polarity of the opinion word is obtained on the features, 93% for F<sub>1</sub> score, 87% for precision, and 100% of recall. Meanwhile the system achieved 98% of accuracy on determining opinion words orientation, 98% of F<sub>1</sub> score, 99% of precision, and 98% of recall.