Optimasi Seleksi Fitur Chi-Square pada Analisis Sentimen Ulasan Toko Online Berbahasa Indonesia

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Abstract

Shopping through E-commerce is now a part of people's lifestyles. The convenience of shopping is the main attraction. People no longer need to waste too much time just for shopping, because E-commerce shopping can be done anywhere and anytime. However, shopping at an online store on E-commerce makes the buyer unable to see the condition of the goods directly and how the service of the online store on E-commerce. Therefore, a review of the desired online store is needed to find out whether the store is trusted or not. By conducting sentiment analysis, we can find out an overview of the online store that will be addressed. Several previous studies have conducted sentiment analysis on online stores, and for the classification methods that give the best result was Bayesian Networks. In this study, the system uses the Bayesian Networks method with Chi-Square feature selection for sentiment analysis. The combination of TF and Chi-Square on Bayesian Networks produces average accuracy value of 91.39%, while the combination of TFIDF and Chi-Square on Bayesian Networks produces average accuracy value of 97.38% with threshold value of 0.001.

Keywords: e-commerce, bayesian networks, chi-square, sentiment analysis, online store