

Abstract
(English)

A product review can influence consumer decision in buying the product. Because of that, consumer needs to classify positive and negative reviews. However, there is a large amount of the review so the consumer needs much time to classify and find out the feature that can be the main attraction of consumer in making a decision. In this research, an automatic classification model will be developed using a supervised learning algorithm, Support Vector Machine where the input data is the labeled product review so that the unlabeled data can learn from the labeled data. This model also applied product polarity by extracting explicit and implicit features on review. The result shows that this model classification has a good performance of 93,42%.

Keywords: review, classification, product polarity, support vector machine