

Abstract

Opinion Mining in this research is used to simplified qualitative research on Market Research and to analyze a comment on a product review on a smartphone that has a low sales. The decline in product sales is on the Sony, HTC and LG brands. In this research Market Research using Opinion Mining on product features can identify product features that have negative and neutral positive values. Starting from preprocessing, feature extraction, and opinion summarization. Tests carried out on this sistem produce Accuracy of up to 60% and Precission up to 100% which indicates that t he sistem is good enough to identify features in the reviews in this research.