

Abstract

A product review is a person's opinion regarding a product that is submitted and presented in written language. Obviously, product reviews can flatter a product or drop a product, this depends on the user experience on the product they have used. The purpose of a product review is to share experiences and assess the products that have been used. Opinion mining is an analysis conducted on an opinion by looking at the sentiment, behavior, or emotions in an opinion.

In this study, the writer will apply Opinion mining to the review of e-commerce applications by using the lexicon-based method to group reviews based on positive or negative sentiment classes. Feature extraction used in this study is pattern knowledge feature. Then, the classification process is done by using a score-based based on SentiWordNet dictionary. The output of the system is in the form of polarity of each review whose performance will be calculated with accuracy, precision, recall, and f-measure. The Implementation of opinion mining without the stopword removal process in preprocessing produces an accuracy value of 50,6 %.

Keywords: *opinion mining, pattern knowledge feature, lexicon-based method, sentiWordNet*
