
Abstract

Product reviews are judgements given by buyers for good products that contain goods or services sold to buyers. Product reviews can provide great benefits for buyers and sellers. Therefore, almost in every sale and purchase service for goods or services, provides a product review feature. This causes a variety of product reviews with large amounts of data so that analyzing the reviews becomes increasingly difficult. Thus, extract information from the opinions given by consumers is needed as a means of generating output in the form of positive or negative things for an item or service, to ease them in determining choices of goods and services. . To extract information from opinions, data management is done by sentiment analysis. In this study six stages were carried out, namely web scrapping, preprocessing process, feature selection process with Chi Square statistical test, training data, sentiment analysis process and aspect classification to study aspects that discuss opinions and assessment of sentiments using the Naïve Bayes method. Based on the evaluation results, it is known that the system is able to carry out sentiment analysis processes based on aspects with the best F1-Measure value of 70% and 70% Accuracy value.

Keywords: review product, analysis sentiment, Chi Square, Naïve Bayes
