

Abstract

Sentiment analysis is a field of study that examines opinions or opinions of an object. The case study in this study is a review of e-commerce, where the review data is in the form of text taken from public sentiment on social media Twitter by crawling. The task of sentiment analysis is to make a classification based on the aspects that you want to review. Text classification can be done with a machine learning approach, one of which is the Support Vector Machine method which has optimal accuracy. The use of the Support Vector Machine method can be supported by the Information Gain feature selection to get more optimal features with 0.7 threshold. Added to this is the TF-IDF N-gram extraction feature to weight the review results. Performance results without using the Information Gain feature selection gives an accuracy of 78,16% with the test data used of 10%. Whereas for classification using the Information Gain feature selection gives optimal results for an accuracy of 80,33% with the amount of test data of 10%, and the test results for each e-commerce gives an accuracy of 82,88% for e-commerce Lazada gives performance high accuracy on sentiment analysis process to get a class of sentiments, predictions and accuracy of e-commerce.

Keywords : *e-commerce, review, crawling, Support Vector Machine, Information Gain, TF-IDF*