Abstract

In this era, the growing of women's beauty products is increasing. One of site that provides a place to review a beauty product is called Female Daily. Review sentences can be either positive or negative. Most People when they want to buy a product, they will see the review of the product first. The problem that authors take is to seek sentiment from reviews text in dataset that has been labeled into two labels, positive and negative. In this final project, the system that the author created uses the Python programming language and will use the Support Vector Machine method with TF-IDF as the feature extraction. The number of review data used was 1000. The reason using SVM because SVM is good for large number of features and SVM relatively using a little of memory and SVM is good for two class classification. TF-IDF is used because it can provide us a way to associate words in data with numbers that represents how relevant each word is in the data we have. The results obtained from this study is 84.66% for Support Vector Machine and 79.33% for multinomial naïve bayes.

Keywords: support vector machine, TF-IDF, female daily, review, produk kecantikan.