

Abstract

Social media users don't just use the platform as a way of communicating. Social media has also been widely used as a medium to convey aspirations or reviews about a product. This activity makes a lot of data reviews widely spread on social media networks. Twitter is one of the platforms that is often used to write reviews because it is open and free to express opinions. The scattered data can be used as a reference for improving product quality by making an aspect-based sentiment analysis. Aspect-based sentiment analysis refers to an aspect or feature of the product. The research was conducted using data on iPhone 11 mobile product reviews on the Twitter platform using sentiment analysis using the Lexicon classification. The research was conducted with three main scenarios and three commonly used Indonesian lexicon dictionaries. The best evaluation results are obtained with the first scenario using full preprocessing parameters and the Liu's Lexicon dictionary. The dictionary used has been translated into Indonesian. This scenario has an exact match error ratio of 42.11%.

Keywords: aspect based sentiment analysis, aspect extraction, sentiment classification, Indonesian lexicon