

Abstract

Cosmetics and beauty products (including skincare) are the products used to care for body and face, and used to accentuate the allure of the body. A product could give diverse sentiment to the consumers including positive and negative sentiment. Many consumers of beauty product share their reviews to help other consumers to find the right products to buy and to give feedback to the brand of the beauty product itself. The amount of reviews is inversely proportional to the lack of opinion identification towards product's aspects. Hence, a study had been conducted to analyze beauty products reviews as toner, serum, sun protection, and exfoliator. The analysis process is conducted aspect based to determine sentiment towards aspect of beauty products based on the reviews. The result is addressed to people using skincare and beauty product brands in deducting consumer's opinion. The solution to this problem is by using Random Forest as classification method, and TF-IDF and n-gram as feature extraction methods. The multi-aspect sentiment analysis in this study obtained highest accuracy for 85.32%, precision for 84.66%, recall for 65.45%, and F1-Score for 67.35%.

Keywords: beauty products, multi-aspect sentiment analysis, TF-IDF, n-gram, random forest