

Analisis Sentimen pada Produk Kecantikan dari Ulasan *Female Daily* Menggunakan Information Gain dan SVM Classifier

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Abstract

The impact of technological developments is one of them is the purchase of products online increasingly preferred by the public. Product reviews can help consumers in knowing the quality of the product. Sentiment analysis is the process of finding an opinion to determine a person's opinion or attitude over a product, service, or organization and then identifying it into the sentiments that have been expressed and then classifying them. Therefore, this study will conduct research on sentiment classification to find the best performance of beauty product reviews by using *information gain* feature selection using datasets sourced from the *Female Daily site*, by doing several processes that *preprocessing*, on the extraction of features using *TF-IDF* to find out the amount of weight of each word, and *feature selection* using the *Information gain* method to reduce the dimensions of a dataset by removing or reducing features that are considered unnecessary. The results of this study got an accuracy of 85.89%, and classification using the Support Vector Machine (SVM) algorithm got an accuracy of 85.98% with sigmoid kernels.

Keywords: *Sentiment Analysis, Product Reviews, Term Frequency Inverse Document Frequency (TFIDF), Information Gain, Support Vector Machine*