

Abstract

Reviews on online sites make people interested to buy a product. To buy a product, especially a beauty product need a lot of consideration. In addition, people must be careful in reading reviews to determine purchased a product or not. However, these reviews are numerous and varied. It causes the reviews to be biased. Therefore, it needs an aspect-based sentiment analysis with a machine learning approach to fix this problem. Aspect-based sentiment analysis helps to find the sentiment in each sentence in product reviews. This research, machine learning that used is KNN with a female daily dataset. KNN is one of the simple methods and efficient but biased. It can be solved by applying the feature selection method. The feature selection method is Information Gain (IG). In this research, scenario tests are preprocessing steps, feature selection, and classification steps. The test results show that data using stemming, normalization, threshold IG 0,5, and the value of $k = 23$ on KNN produces the best accuracy is 74,21%

Keywords: sentiment analysis, aspect-based, knn, information gain, product reviews, female daily