

ABSTRACT

E-commerce is one form of world development, especially trade in goods and services. The trading system has evolved with the presence of e-commerce which makes its users inseparable from the name of internet technology. The products available in e-commerce are so many and varied. A customer can share his experience after a transaction, by writing a review on a new product that has been purchased. Each picture depicts customer satisfaction and emotions contained in a sentence that is not necessarily difficult just by reading word for word. These factors are discussed in this study, by categorizing the review sentiment analysis into positive and negative. The weighting of TF-IDF in text classification using the Stacked Generalization method aims to determine buyer interest in buying a product from previous buyer reviews on Tokopedia. The results of the analysis show that stacking modeling gets a macro average with a value of 0.67. The test was carried out on a dataset with 4,049 reviews containing 3,551 positive sentiments and 498 negative sentiments.

Keywords: Stacked Generalization, E-commerce, Sentiment Analysis.