Abstract

Online media such as website nowadays is growing rapidly in various circles. Website can also be used as a media to write a review of the product on the market. From that point, opinion retrieval can be used as a technique to get relevant opinions to obtain feedback related to the product that user want to search. But not all the existing reviews of products have good quality, such as incomplete product descriptions, not specific, the information submitted is not accurate, or does not discuss the features of the product.

In this final project, collections of product reviews are first classified into a category or class of *best review* or *bad review*, then opinion retrieval implemented to find the opinions matching to user's input. The method used in this review classification is Support Vector Machine (SVM) with Gaussian Kernel. SVM was chosen because its reliability has been proven in classifying high dimensional text. The result of that classification are computed into weighted score to calculate an overall score of the document for doing the ranking.

Based on test results, the SVM method can classify a review well and with an average accuracy above 90%. Ranking the results by adding the score of the review classification may also be implemented.

Keyword : opinion retrieval, Support Vector Machine, SVM