

## Abstract

Opinion is a “*expressed statement*” which can be expressed either by words or by motions and could be understood in short time. In past few years, there are plenty of people expressed their opinion in social media, just like web, twitter, or facebook. Those opinions could become an useful input for a company to measure and increase their service as well as their product quality. This final project aims to retrieve opinion in Indonesian language, or better known as Opinion Retrieval. Opinion Retrieval is a process to retrieve an opinion from one document, and that retrieved document is sorted by opinion about a query topic which contained in that document.

The goal of this final project is to discover relevant opinion using Unified Graph Model and HITS Algorithm to determine document ranking form result of related search query. HITS Algorithm is chosen because it can depict relationship between word pair (*topic-term and sentiment-word*) in detail, retrieve and yield relevant opinion, and effectively sorted those relevant document. HITS Algorithm use two values: authority and hub. Authority is a webpage or document which provide the exact information that user needs. And hub is webpage which offer information about webpages which contain that information. Measurement of accuracy from this research is measured using MOS (*Mean Opinion Score*) method.

**Keyword :** *Opinion retrieval, Unified Graph model, HITS*