# Abstract

Beauty products are an important requirement for people, especially women. But, not all beauty products give the expected results. A review in the form of opinion can help the consumers to know the overview of the product. The reviews were analyzed using a multi-aspect-based approach in determining the aspects of the beauty category based on the reviews that were written on femaledaily.com. The review go through the preprocessing stage to make it easier to be processed, then it used TF-IDF weighting, in this research uses Support Vector Machine (SVM) method learning method with the addition of semantic similarity using. From the test result using semantic, get an accuracy of 93% on the price aspect, 92% on the packaging aspect, and 86% on the scent aspect.

**Keywords: Support Vector Machine (SVM), Semantic Similarity, TF-IDF**