Abstract

Indonesians use e-commerce services to purchase various goods. Female Daily is one of the websites that offers various beauty product reviews. The reviews available on this website are a very helpful feature for customers when choosing the products they will buy. Many reviews will take a long time to read, and users will almost certainly not read all the information. As a result, research is needed to help consumers assess products such as sentiment analysis. This sentiment analysis divides user comments into negative, positive, and neutral categories. This study uses the extraction feature for sentiment analysis using the Random Forest and TF-IDF methods. This produces the best value with an f1 score of 71.90% and an average accuracy of 81.75%.

Keywords: product reviews, sentiment analysis, Random Forest, TF-IDF