

Analisis Respon Pengguna di Media Sosial Terhadap Program Sales Promotion dengan Pendekatan Text Mining = Text Mining Approach To Analyse User Response On Social Media Towards A Sales Promotion Program

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Abstrak

Tokopedia sebuah perusahaan teknologi di Indonesia mengalami pertumbuhan yang signifikan. Dalam strategi bisnisnya, Tokopedia menerapkan strategi pemasaran salah satunya yaitu sales promotion. Melalui komentar pengguna selama program sales promotion, perusahaan dapat mendapatkan informasi dari perspektif pengguna yang dapat bermanfaat bagi perusahaan. Tujuan dari penelitian ini adalah untuk menyelidiki respons pengguna melalui komentar di media sosial terhadap program sales promotion Tokopedia. Penelitian ini menggunakan metode text mining untuk mengolah data yang didapatkan dari media sosial. Data yang digunakan yaitu 13.921 komentar Twitter antara 1 Januari 2021 dan 1 Desember 2021. Data tersebut kemudian dilakukan analisis konten menggunakan word frequency, part of speech tagging, co-occurrence matrix, core-periphery analysis, dan network analysis. Penelitian ini berhasil mengidentifikasi kata-kata yang sering muncul dan berpengaruh serta mengidentifikasi tema dalam jaringan. Kata berpengaruh yang teridentifikasi terkait dengan Tokopedia monetary promotion benefits, dapat digunakan untuk strategi pemasaran dan aktivasi jaringan di media sosial. Selain itu tema-tema yang muncul dalam jaringan adalah multi-product promotion, Gojek and Tokopedia sales promotion collaboration, Tokopedia monetary promotion benefit, viral content, referral, dan PLN promotions. Tema tersebut dapat memberikan informasi yang berharga bagi perusahaan untuk meningkatkan kinerja bisnisnya.

.....Tokopedia, an Indonesian technology company that specializes in E-Commerce, has seen significant growth. Tokopedia implements a marketing strategy, specifically a sales promotion, as part of their business strategy. During the sales promotion program, the company can gain insights from the user perspective that might be valuable to the company. The objective of this study was to investigate at user response to Tokopedia's sales promotion program through social media comments. Text mining techniques are used in this work to analyse data from social media. The data utilized were 13,921 Twitter comments between January 1, 2021, and December 1, 2021. The data was then analysed using word frequency, part of speech tagging, co-occurrence matrix, core-periphery analysis, and network analysis. This study was successful in identifying frequent and influential words, as well as network themes. Influential words that appeared are associated with Tokopedia monetary promotion benefits that could be used for marketing strategies and network activation on social media. Furthermore, this research identifies the network's themes which are, multi-product promotion, Gojek and Tokopedia sales promotion partnership, Tokopedia monetary promotion advantage, viral content, referrals, and PLN promotions which could provide valuable information for the company to improve their business performance.