

Analisis Tema Social Media Marketing Pada Cosmetics Brands Menggunakan Topic Modeling: Studi Kasus Pada 4 Cosmetics Brands Di Indonesia = Analysis Of Social Media Marketing Themes Of Cosmetics Brands Using Topic Modeling: Case On 4 Cosmetics Brand In Indonesia

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Abstrak

Konsumen Indonesia telah menunjukkan minat yang meningkat terhadap produk cosmetics termasuk skincare, sehingga meningkatkan persaingan antar cosmetics brands. Untuk melakukan kegiatan promosinya, cosmetics brands memanfaatkan media sosial. Pemahaman tentang bagaimana menggunakan media sosial untuk berkomunikasi dan mempromosikan produknya bisa bermanfaat untuk literatur komunikasi pemasaran. Penelitian ini bertujuan untuk mengidentifikasi topik postingan media sosial dari empat cosmetics brands Indonesia. Penulis mengumpulkan total 21.339 tweets dari keempat brand tersebut dan menerapkan pendekatan text mining (topic modeling dengan metode Latent Dirichlet Allocation). Hasilnya menunjukkan bahwa postingan dari cosmetics brands pada umumnya mencakup topik berikut: product type dan giveaway. Namun, selain topik, beberapa brand juga memasukkan topik khusus seperti special event dan project collaboration.

.....Indonesian consumers have shown increased interest towards cosmetics products including skincare, which has increased the competition among cosmetics brands. Cosmetics brands have utilized social media as one of their promotional tools. Understanding of how brands use social media to communicate and promote its product may be important for marketing communications literature. This study aims to identify the topics of social media posts of four Indonesian cosmetics brands. The authors collected a total of 21.339 tweets from the four brands and implemented a text mining approach (topic modelling by Latent Dirichlet Allocation method). The result indicate that in general cosmetics brands' posts cover the following topics: product type and giveaway. However, in addition to the topics, some brands also included specific topics such as special event and collaboration project.