

## ABSTRACT

*The growth potential of internet users in Indonesia is quite large, plus Indonesia has a large population, making it a country with a broad target market. This is in line with the level of e-commerce revenue in Indonesia which continues to increase from year to year and drives the progress of many industries within it, one of which is the beauty industry which is in second place in the country's e-commerce revenue in 2021 and is dominated by sales of Scarlett Whitening, MS Glow and Something. The number of competitors in this industry proves that skincare trends are currently booming in the Indonesian market.*

*This study aims to determine factors that can be improved and considered by consumers, through negative reviews and positive reviews, as well as identify product attribute ratings given by consumers to serum based on keywords that support these attributes.*

*To achieve the research objectives, the data analysis technique in this study was in the form of descriptive analysis using the Naïve Bayes sentiment analysis method using Rapidminer software to analyze which attributes are most considered by consumers. The data obtained from the Shopee website totaled 3,006 reviews and became 1,903 reviews after data pre-processing. While word cloud visualization keywords use Orange software.*

*The results showed that the most discussed positive attributes based on attribute rankings were suitability, delivery, and packaging. While the most discussed negative attributes are delivery, compatibility, and security. Based on the ranking of positive sentiment attributes, it can be said that consumers feel compatible with the basic ingredients of Scarlett Acne serum, this is evidenced by the word suitable which is the most discussed and has positive sentiments. Meanwhile, the most negative sentiment is the delivery attribute where consumers get damaged products due to poor packaging during delivery.*

*Based on the results of the research, there are several suggestions that can be considered by skincare developers Scarlett Whitening, such as improving product quality and packaging to minimize product damage once it reaches consumers. Another suggestion that skincare developers can make is to collaborate on the research and development process of their products by making Scarlett Whitening Acne serum a competitor reference for their skincare products.*

*Keywords: Skincare Attributes, Skincare, Scarlett Whitening Acne serum, Sentiment Analysis, Word Cloud, Shopee.*