ABSTRACT

The number of internet users continues to increase from year to year, people often access the internet via social media where social media is a place to express opinions, and one of the places to convey opinions is Twitter. Online transportation service companies also use Twitter to interact with their users, namely Gojek and Grab. One of the frequently used Gojek and Grab products is Go-Ride and Grab Bike, these two products offer various benefits to their users to facilitate their daily activities with easy and fast trips.

This study aims to determine brand positioning and competitive advantage in online transportation application products in Indonesia, namely Go-Ride and Grab Bike through User Generated Content (UGC) on Twitter social media because opinions submitted by customers on Twitter social media can be used to compare data. social media with its competitors' social media data to see the performance and position of the brand in the eyes of customers so that it can compete in competitive market conditions.

The method used in this research is a mixed method. This study obtained data through crawling data on social media Twitter using RStudio version 4.2.2 software and interviews. The data processed in this study is user-generated content in the form of tweets with the keywords "goride" and "grabbike" and interviews were conducted with three Go-Ride users and three Grab Bike users. Then the data is processed using sentiment analysis and text visualization using Wordcloud to analyze what topics are frequently discussed by users of each online transportation application.

The results show that the percentage of positive and negative sentiments for Go-Ride is higher than Grab Bike, and the position of the two in the eyes of customers is equally expensive they often cancel orders but can still be a mainstay for fast delivery and both have their uniqueness. In addition, Go-Ride can be said to be superior to Grab Bike based on dimensions of competitive advantage.

It is hoped that the results of this study can be used as a reference for companies to evaluate marketing management, especially knowing the company's brand positioning in the eyes of customers to excel in competition, and can be a reference for further research.

Keywords: *Brand Positioning, Competitive Advantage, Grab Bike, Go-Ride, User Generated Content, Sentiment Analysis, Twitter.*