

ABSTRACT

Bank Indonesia is intensively making various efforts to increase the use of the LCT (Local Currency Transaction) scheme by business actors and the public. One of Bank Indonesia's efforts is to carry out massive or targeted LCT outreach activities through talk shows, seminars or webinars. In practice, the distribution of information regarding LCT is complex and the large number of socialization participants is a challenge for Bank Indonesia to map out a socialization strategy that is right on target for business actors and the community. The aim of this final assignment is to design chatbot user segmentation for LCT socialization by Bank Indonesia.

Designing chatbot user segmentation for Bank Indonesia LCT socialization using the K-Modes Clustering method. Data on the characteristics of chatbot users who are business actors comes from a database obtained from user interactions with the chatbot. The chatbot user data variables that will be analyzed are industrial sector, location, partner country, company age, company size, and questions asked by users. Cluster search using the Google Colab application.

The result of this final project is a website containing an LCT chatbot application and a dashboard for data processing visualization using the K-Modes method which produces two clusters from each chatbot user segmentation. Next, one of the best clusters is selected which will be used as an alternative target for LCT socialization by Bank Indonesia, thereby making it easier to segment certain business actors in understanding information about LCT.

With a website containing an LCT chatbot application, business actors and the public can more easily understand information about the LCT scheme, and it is hoped that the clustering results visualization dashboard can help Bank Indonesia determine LCT socialization targets and adapt LCT socialization approach strategies to certain business actor segments.

Keywords – [User Segmentation, Chatbot, Dashboard, K-modes, Extreme Programming, Local Currency Transaction, Bank Indonesia]