

ABSTRACT

The number of online review in online game industry growing significantly along with growing rate of internet adoption. With abundant number of data, one can acquire limitless insight, for example, electronic word-of-mouth (eWOM) whom greatly affecting consumer behavior and business performance. Knowledge of eWOM can be used as competitive intelligence to deal with industrial competition. Therefore, this research answers how to classify eWOM, what are eWOM aspects emerge in MMOFPS game, and how does comparison of eWOM positivity between the three MMOFPS Game, Counter Strike: Global Offensive, Tom Clancy's Rainbow Six Siege and ARMA 3. Dataset are constructed from Review page of Steam website for respective games with total 499 reviews used as sample data. Then the analysis conducted using AYLIEN Text Analysis API and Indico API as tools. Therefore, we know that in document and sentence level sentiment analysis, eWOM is more positive for ARMA 3 online game compared with the other two games. While in aspect-level comparison, Tom Clancy's gain the highest eWOM positivity value in community aspect and CS: GO gain the highest eWOM positivity value in general aspect

Keywords: *Online Game, Electronic Word-of-Mouth, Aspect-based Sentiment Analysis, Competitive Comparison*