

ABSTRACT

In the era of Industry 4.0 , the competition in the business world is increasing and encouraging each company to always develop and adapt with the change to win the competition. The rapid development of information technology has changed a lot of business activities, on of it is the internet-based business. The practical application of internet technology in the business world is now growing, namely trading in the virtual world by utilizing the internet which is often referred to as e-commerce (electronic commerce). E-commerce business has changed many things in the business world, things that become the focus not only on goods but also on services, information and intelligence focus on customers.

Paperlust.Co is one of the e-commerce that focused on online printing. In order to evaluate and improve the quality service of Paperlust.co, Paperlust.Co need to understand customer perception about their service and identify the issue that make their customer satisfied and what issue that make their customer dissapointed. As part of Customer Relationship Management (CRM).

This research purposed to analysis customer chat of Paperlust.Co using Text Mining Method. In this study the method used is sentiment analysis used to find out customers perception/emotion and topic modelling methods to extract topics or issue discussed from each class of sentiment analysis based on customer chat data in Paperlust.Co's live chat platform. This research hopefully useful for information in e-commerce industry especially Paperlust.Co as insight to evaluate and improve their business to deliver more value and gained more revenue.

Keywords—Text Mining; Sentiment Analysis; Topic Modelling; Costumer Relationship Management