

ABSTRACT

Tokopedia, as one of the top five E-Commerce in Indonesia, is here to present innovations that aim to facilitate people's lives. In 2018, there are many attractive promo activities carried out by Tokopedia, including Makerfest, Extra Ramadhan, and others. However, in fact many negative eWOM are expressed by users via Twitter's social network regarding events held by Tokopedia, for example at the Ramadhan 2018 flash sale event.

Hawkins (2010) states that the public will be more confident in the opinions or opinions of other people than the marketing team itself, because unlike the marketing department, sources from other people do not have a motive to express their opinions and real feelings. As a consequence, WOM especially through personal resources such as family and friends can have an important influence on consumer decisions.

The advent of the internet has made it easy for consumers to get information from other consumers and provide opportunities for consumers to provide advice relating to products or services consumed through Electronic Word of Mouth (eWOM), so that researchers need to get serious attention and marketing manager (Hennig et.al., 2004).

Hence, the author conducted a study that aims to determine the trends of the opinions of Tokopedia users as eWOM in the larger scale, Twitter social network, and in a dynamic process in the implementation of one of the events held by Tokopedia at the end of the year 2018 namely Kejutan Belanja Untung (Kebut). Furthermore, we will be able to know the network properties of all actors involved based on the interactions that occur as well as keyplayers who play a role in the deployment of eWOM.

The data used are tweets with the keywords "Tokopedia", and "#Tokopedia" in the period 1 - 31 December 2018. The method used is Sentiment Analysis and Social Network Analysis. The author hopes that the research will help Tokopedia to understand public opinion towards the strategies carried out at the year-end event in 2018 held by Tokopedia, along with the keyplayers and properties of the network.

Keywords : Tokopedia, eWOM, Consumer Behavior, Dynamic Sentiment Analysis, Dynamic Social Network Analysis, Keyplayer.