

ABSTRACT

Indonesia is a potential and promising market for the beauty industry. Based on the 2015-2035 National Industrial Development Master Plan (RIPIN), the cosmetics industry has a role as the prime mover in the future economy. PIXY is one of the local cosmetic products in Indonesia that has just repositioned its products, with the aim of becoming one and only local products of choice for Indonesian people. PIXY won the Best Beauty Products 2018 cushion series Make It Glow from Female daily based on the results of online reviews by consumer.

Online reviews are also referred to as User Generated Content (UGC) which can be utilized for the first stage of product development namely consumer analysis. The method used is Topic Modelling to find out topics that are often discussed by consumers. The topics formed become satisfied and unsatisfied. Total data obtained were 817. The topic discussed as whole is an expression of praise with the results of this product. Suggestion for PIXY company.

The results obtained by the company can still maintain the formulation favoured by consumers, such as wet product results, medium coverage, and low prices. Suggestions for companies to improve product formulations so as not to oxidize (darken) so that it makes the skin grey and increase the shade or color range of the product so that the product is not dark in the skin range of Indonesian people.

Keyword: Online Reviews, User Generated Content, Topic Modelling, Product Development, Analysis Perception