## *ABSTRACT*

*The presence of Ruangguru as an innovation of tutoring has changed a learning method from face-to-face to a flexible learning environment. Following the emergence of Ruangguru, it is known that any ignored pain that is felt by customers of tutoring agencies will be a hole to newcomers in the tutoring market.*

*Acknowledging that the pain exists while using the service of tutoring, and also to prove The Disruptive Innovation Model, we aim to do a research towards tutoring market in Indonesia in order to see the value of Ruangguru, the pain felt by customers of conventional tutoring agencies, and to observe whether a disruption happens along with the pain category that is solved by Ruangguru.*

*We obtain 5760 tweets about Ruangguru and 858 tweets about the pain of conventional tutoring. The methodology we use if Text Mining, especially Multiclass Classification, Sentiment Analysis, and Topic Modeling.*

*According to the results, there are several values that become the advantages of Ruangguru, which also makes it a disruptive innovation by giving some solutions for the pain of conventional tutoring agencies.*

***Keywords****: Bimbingan Belajar, Disruptive Innovation, Ruangguru, Text Mining*