

## **ABSTRACT**

*The game market is one of the growing markets in Indonesia. Along with the development of technology, it produces a variety of games that can attract game consumers. Some gamers often give reviews about games on certain media, one of which is Twitter social media. A large amount of data about Twitter reviews can be used to find out the most important topics about games using Topic Modeling, which can be used as a game startup innovation. Latent Dirichlet Allocation (LDA) is Topic Modeling method used in this study to obtain important topics from 15,665 data. An Important game topic can be utilized by the game company, especially startup, to plan an innovative game. In research, these topics are used for the Business Model Innovation Process (BMIP). Based on LDA results, character design and in-game story are important aspects of the game, with beta values for character design 0.232 and story 0.196, respectively. Fighting game is the most popular game genre on Twitter, with a beta value of 0.25. Single-player type game has a beta of 0.207 and Buy-to-Play with a value of 0.671. Game startups can take advantage of the research results, where the game developed should be a fighting game, which is the genre most expected by Twitter users. The game should take focused on single player mode with features such as story and character designs. The profit model that should be used in game development is B2P. The game must be able to be played on the Xbox console, which is the most popular console based on gamer's review in Twitter.*

**Keywords:** *Game Marketing, Big Data, Machine Learning, Topic Modeling, Latent Dirichlet Allocation*