

ABSTRACT

Indonesia is a very promising target market for the cosmetics industry. Cosmetic products from various brands continue to appear every day, both local and global. Currently, imported products control almost 50% of the Indonesian cosmetics market, led by South Korea. The penetration of the cosmetics industry is now made easier by the presence of the South Korean entertainment industry that is rampant in Indonesia. Apart from having a large population, Indonesia is one of the largest Korean Wave fanbases in the world. A survey conducted by the ZAP Clinic shows that Laneige occupies the highest position in the South Korean brand most frequently used by Indonesian women. One of the best selling Laneige products is the Laneige Water Sleeping Mask. This product has recorded a record sales of 16 million products and is sold every 12 seconds. Laneige Water Sleeping Mask is also Laneige's most reviewed product in Female Daily with 6,228 reviews.

Reviews on the Female Daily site can be used as an evaluation of a product. The data is large and can be retrieved by the web scraping method through certain applications. This study uses the text mining method to find out what sentiments and topics and words are often discussed regarding Laneige Water Sleeping Mask products in Female Daily. Text mining used is sentiment analysis and topic modeling.

The dataset used was 4,961 reviews with a proportion of 70% as training data and 30% as test data. The results of the study describe reviews that are dominated by positive sentiments as well as topics and words that express customer satisfaction with Laneige Water Sleeping Mask products. These results can be used by the company as information to be able to continue to improve its quality in the future.

Keyword: Consumer Perception, Text Mining, Sentiment Analysis, Topic Modeling