

ABSTRACT

In the realm of global trade, business competition is nothing new, especially in terms of securing new markets and retaining existing customers. Companies must orient themselves to serve clients, engage with rivals, and launch products to build a dynamic and competitive corporate environment. Indonesia is a country where cosmetic sales data is always increasing from year to year. This fact can be used by the company to increase sales of competitive cosmetic products with other companies and brands, especially competing with imported products.

The purpose of this study is to compare the competitive perceptions of three powder foundations from local brands, specifically Make Over Powerstay Matte Powder Foundation, Luxcrime Blur & Cover Two Way Cake, and ESQA Flawless Powder Foundation. Qualitative descriptive research was used to conduct this study.

The data for this study were scraped from the Sociolla website using the Octoparse Windows program version 8.5.0. The data used in this study was collected from online consumer reviews of three powder foundations from local brands: Make Over Powerstay Matte Powder Foundation, Luxcrime Blur & Cover Two Way Cake, and ESQA Flawless Powder Foundation. The data collection process took place between 13 January and 28 February 2022. The data that has been obtained is processed using sentiment analysis and topic modeling using Google Colaboratory. Sentiment analysis through the Support Vector Machine (SVM) method, is used to correctly classify the dynamics of consumer sentiment. Then topic modeling through the Latent-Dirichlet Allocation (LDA) method, before conducting the LDA topic modeling method, this study used the Coherence score calculation method, to establish the most optimal number of topics.

Based on the results of Brand Sentiment and Brand Topic, the results of the comparative Brand Sentiment ranking of the three products that occupy the first position are the ESQA brand, followed by the Luxcrime brand, and the last rank is Make Over with the smallest positive sentiment. Based on the positive Brand Topics of the three products, in general, about formulas that are long-lasting and have good coverage, based on negative Brand Topics, in general are about formulas that must be reused and transferred when wearing masks.

Suggestion based on the results of the Sentiment Analysis is hoped that the company can understand customer satisfaction and disappointment and can be a suggestion, motivational basis, and reference so that the brand sentiment ranking increases better than its competitor brands. Based on the results of Topic Modeling can be used as information to find out and be more responsive to what topics are most discussed by consumers. Suggestion for future research is conducting this research in different field companies.

Keywords: *Online Customer Review, Sentiment Analysis, Topic Modeling, Competitive Perception*