

ABSTRACT

The purpose of this study is to analyze the sentiment of user comments on Kyla Food on TikTok using Logistic Regression algorithm to understand purchase intention and develop more effective marketing strategies. TikTok, with 1.09 billion global users, is utilized by MSMEs as an s-commerce platform. Data was collected from 2079 comments on Kyla Food and related accounts. The data was processed using TF-IDF technique before applying Logistic Regression algorithm to classify the sentiment of the comments. The results showed that a total of 626 comments had potential sentiments, 855 comments were not potential, and 561 comments were neutral, which means that Kyla Food should improve the quality of its products and services on the aspects contained in the not potential comments. The findings provide valuable insights for Kyla Food to improve consumer interaction and marketing strategies on TikTok. This research contributes to a better understanding of consumer behavior on the TikTok platform and provides a basis for MSMEs in developing sentiment analysis-based marketing strategies.

Keywords: Sentiment Analysis, TikTok, Logistic Regression Algorithm, Micro/Small/Medium Enterprises (MSMEs)