

ABSTRAK

ANALISIS SENTIMEN MASYARAKAT PENGGUNA MEDIA SOSIAL

TERHADAP *E-COMMERCE* DI INDONESIA:

KAJIAN KOMPARATIF SHOPEE DAN TOKOPEDIA

(Periode 21 September-21 Oktober 2023 & 19 Februari-20 Maret 2024)

Christiano Busa Ea

NIM: 202314003

Universitas Sanata Dharma

Yogyakarta

2024

Penelitian ini bertujuan untuk mengetahui ulasan sentimen terhadap *E-commerce* dan untuk menganalisis hasil perbandingan ulasan sentimen masyarakat terhadap *E-commerce* Shopee dan Tokopedia. Jenis penelitian ini adalah penelitian kuantitatif deskriptif. Sumber data dalam penelitian ini adalah data sekunder yang didapatkan melalui Brand 24 yaitu alat monitoring media sosial secara *online* melalui *website*. Hasil menunjukkan bahwa rata-rata ulasan masyarakat yang diberikan pada masing-masing *E-commerce* adalah netral. Pada periode (21 September-21 Oktober 2023) rata-rata mayoritas ulasan Shopee yaitu netral sebanyak 1.040 ulasan dan mayoritas ulasan Tokopedia juga netral sebanyak 7.617 ulasan. Sedangkan pada periode (19 Februari-20 Maret 2024) yaitu netral sebanyak 12.000 ulasan pada Shopee dan 9.349 ulasan pada Tokopedia. Ulasan netral tersebut bersifat informatif dan objektif tanpa bersifat memuji dan mengkritik. Ulasan positif dari masing-masing *E-commerce* memberikan ulasan pada aspek pelayanan dan pengalaman berbelanja pada *E-commerce*. Sedangkan pada ulasan negatif yaitu menyoroti mengenai masalah ketidakpuasan konsumen terhadap pelayanan yang diterima dan pengiriman pemesanan barang.

Kata kunci: *E-commerce*, Brand24, Media sosial.

ABSTRACT

***SENTIMENT ANALYSIS OF SOCIAL MEDIA USERS TO E-COMMERCE IN
INDONESIA: A COMPARATIVE STUDY OF SHOPEE AND TOKOPEDIA***

(Periode 21 September-21 October 2023 & 19 February-20 March 2024)

Christiano Busa Ea

NIM: 202314003

Sanata Dharma University

Yogyakarta

2024

This study aims to identify sentiment reviews of E-commerce and to analyze the comparative results of community sentiment reviews of E-commerce Shopee and Tokopedia. This type of research is descriptive quantitative research. The data source in this research is secondary data obtained through Brand 24, which is an online social media monitoring tool through the website. The results show that the average community review given to each E-commerce is neutral. In the period (September 21-October 21, 2023) the average majority of Shopee reviews is neutral as many as 1,040 reviews and the majority of Tokopedia reviews are also neutral as many as 7,617 reviews. Meanwhile, in the period (February 19-March 20, 2024), there were 12,000 neutral reviews on Shopee and 9,349 reviews on Tokopedia. The neutral reviews are informative and objective without praising and criticizing. Positive reviews from each E-commerce provide reviews on aspects of service and shopping experience on E-commerce. While the negative reviews highlight the problem of consumer dissatisfaction with the services received and the delivery of ordering items.

Keywords: E-commerce, Brand24, Social media.