

ABSTRAK

Penelitian ini bertujuan untuk memahami persepsi konsumen terhadap produk skincare jenama Indonesia dan Korea Selatan melalui pendekatan netnografi dan analisis sentimen. Industri skincare di Indonesia mengalami pertumbuhan yang pesat, seiring meningkatnya minat konsumen terhadap kualitas dan nilai produk, termasuk pengaruh asal negara produk (country of origin). Data dikumpulkan dari situs website Female Daily dengan total 1803 ulasan konsumen selama enam bulan terakhir. Penelitian ini menggunakan metode kualitatif dengan pendekatan netnografi, serta dilengkapi analisis sentimen menggunakan model klasifikasi RoBERTa Bahasa Indonesia dan analisis aspek berbasis lexicon yang mengacu pada teori Customer Perceived Value dan Theory of Consumption Values. Hasil penelitian menunjukkan bahwa produk skincare Korea cenderung mendapat sentimen positif pada aspek estetika dan sosial, sedangkan jenama lokal lebih menonjol dalam aspek harga dan nilai fungsional. Selain itu, ditemukan bahwa konsumen memberikan respons emosional yang kuat terhadap pengalaman penggunaan produk, yang berdampak pada loyalitas dan rekomendasi. Penelitian ini memberikan kontribusi terhadap pengembangan strategi pemasaran berbasis persepsi nilai konsumen, serta memperkaya pemahaman akademik tentang perilaku konsumen digital dalam industri kosmetik.

Kata Kunci: Skincare, Analisis Sentimen, Netnografi, Persepsi Konsumen, Perilaku Konsumen, Jenama Lokal, Jenama Korea.

ABSTRACT

This study aims to explore consumer perceptions of Indonesian and South Korean skincare products through a netnographic and sentiment analysis approach. The Indonesian skincare industry is experiencing rapid growth, driven by increasing consumer interest in product quality and perceived value, including the influence of country of origin. The data were collected from the Female Daily website, consisting of 1,803 consumer reviews over the past six months. This research employs a qualitative netnography method, supported by sentiment analysis using the RoBERTa Bahasa Indonesia model and aspect-based sentiment analysis (ABSA) guided by the Customer Perceived Value theory and the Theory of Consumption Values. The findings reveal that Korean skincare products tend to receive positive sentiments in aesthetic and social aspects, while local brands are more appreciated in terms of price and functional value. Furthermore, consumers exhibit strong emotional responses to their product experiences, which influence brand loyalty and word-of-mouth recommendations. This research contributes to the development of marketing strategies based on consumer value perceptions and enriches academic understanding of digital consumer behavior in the cosmetics industry.

Keywords: Skincare, Sentiment Analysis, Netnography, Consumer Perception, Consumer Behavior, Local Brands, Korean Brands.