Sentiment Analysis Report

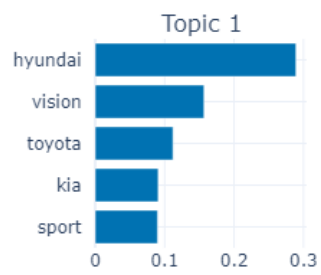## Sentiment Distribution
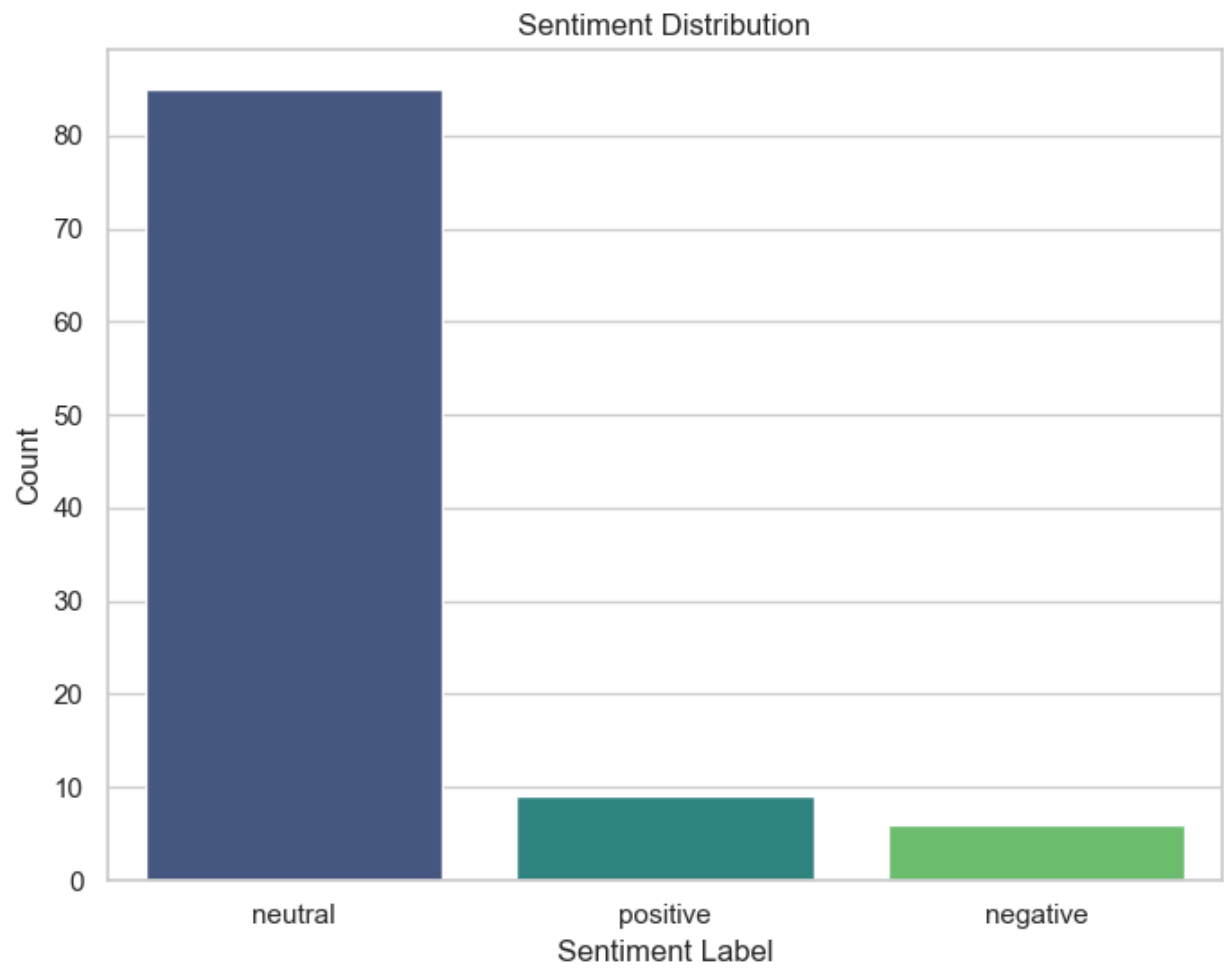
Topic Modelling Barchart

Topic Word Scores

Topic 0

Word	Score
hyundai	
mobil	
harga	
ga	
buat	

Axis: 0, 0.05, 0.1

Topic 1

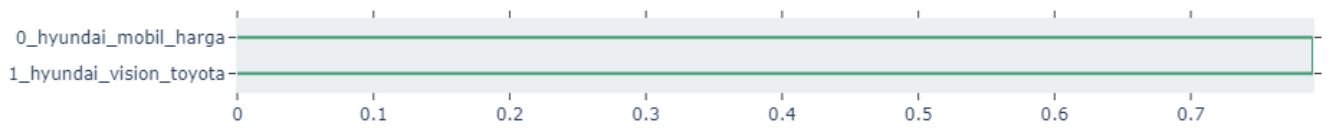| Word	Score
hyundai	
vision	
toyota	
kia	
sport	

Axis: 0, 0.1, 0.2, 0.3
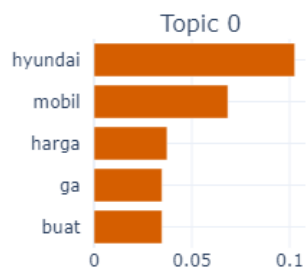
Topic Modelling Hierarchy

Hierarchical Clustering

	0	0.1	0.2	0.3	0.4	0.5	0.6	0.7
0_hyundai_mobil_harga								
1_hyundai_vision_toyota								

Topic Probability Distribution
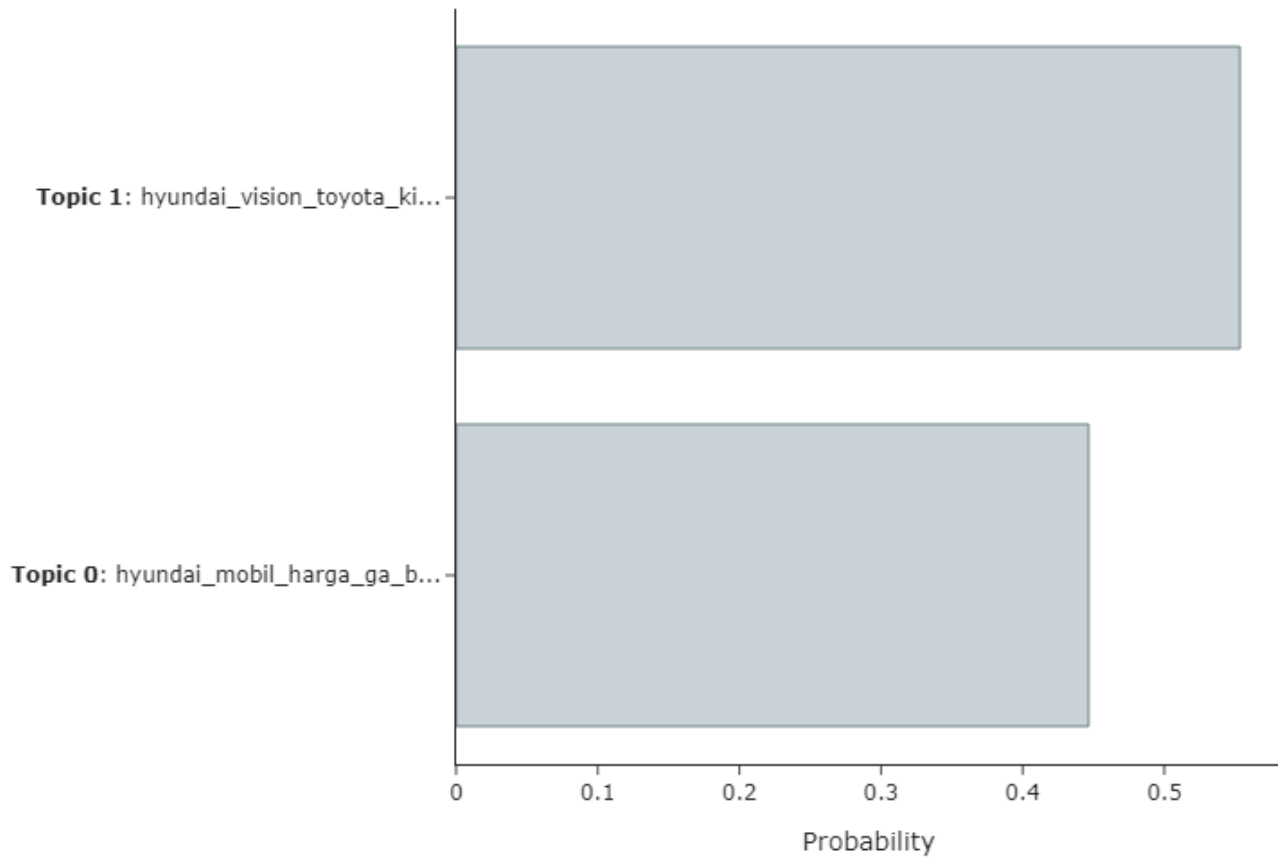
Positive WordCloud

Based on the positive sentiment analysis of the word cloud, here are some actionable insights:

* **Focus on key features:** The words "canggih", "fitur", "mobil", "power", "honda", "kualitas", "nyaman" suggest that consumers value advanced features, performance, and comfort in their vehicles. Marketers should highlight these aspects in their campaigns.

* **Emphasize value for money:** The presence of words like "beli", "harga", "murah", and "terjangkau" indicates that consumers are price-conscious. Marketing should emphasize value for money, affordability, and competitive pricing.

* **Target specific needs:** The words "sport", "gunung", and "jalan" suggest a focus on adventure and outdoor activities. Marketers could target specific customer segments with vehicles that meet these needs.

* **Build trust and reliability:** Words like "percaya", "baik", and "terbaik" indicate the importance of brand reputation and trustworthiness. Marketers should emphasize reliability, customer satisfaction, and positive reviews.

* **Highlight the driving experience:** The words "enak", "jalan", "nyaman", and "berkendara" suggest that consumers value a comfortable and enjoyable driving experience. Marketers should highlight driving dynamics, handling, and user-friendly features.

* **Appeal to emotional connection:** The words "suka" and "cinta" suggest a strong emotional connection to vehicles. Marketers should connect with consumers on an emotional level and create a brand story that resonates with their aspirations.

* **Utilize social media and online reviews:** The presence of words like "sharing" and "review" highlights the importance of social media and online platforms in the decision-making process. Marketers should engage with consumers online, manage their reputation, and encourage online reviews.

* **Target specific demographics:** The use of words like "jawa", "sumatera", and "jogja" indicates a focus on regional language and culture. Marketers should consider tailoring their campaigns to specific geographic regions and local audiences.

* **Emphasize innovation and technology:** The words "inovasi", "teknologi", and "canggih" suggest an interest in cutting-edge technology and features. Marketers should highlight advancements and features that cater to these expectations.

Neutral WordCloud

Based on the wordcloud with neutral sentiment, here are some actionable insights:

* **Focus on the "Value Proposition"**: The word "harga" (price) appears prominently, indicating customers are interested in the price point of Hyundai vehicles. Highlighting affordability and value for money can be a strong marketing strategy.

* **Emphasize Features**: Words like "mobil" (car), "listrik" (electric), "hybrid", "ev" (electric vehicle), "hyundai", and "new" suggest a focus on technological advancements and new features. Promote Hyundai's innovations and model updates, especially those related to sustainability.

* **Target Specific Demographics**: The presence of words like "community" and "family" suggests a potential target audience that values community and family-oriented features in vehicles.

* **Highlight Specific Models**: Words like "Kona", "Palisade", and "Ioniq" indicate that customers are actively researching and considering these models. Focus your marketing efforts on promoting the strengths of these specific cars.

* **Leverage Social Media**: The appearance of words like "temenn" (friends), "ada" (exists), "hai" (hello), and "share" suggests the importance of social media engagement and word-of-mouth marketing. Create engaging content and encourage customer feedback and reviews.

Negative WordCloud

Based on the word cloud, here are some actionable insights for your marketing campaign:

- **Focus on price concerns:** Words like "mahal" (expensive), "harga" (price), and "murah" (cheap) are prominent. This suggests price is a significant factor for consumers. Consider highlighting value propositions or competitive pricing strategies.

- **Address concerns about quality and reliability:** Words like "jelek" (bad), "skip," and "teralifasi" (overcomplicated) indicate potential concerns about product quality or reliability. Emphasize product durability, performance, and ease of use in your messaging.

- **Highlight the brand's differentiation:** The presence of words like "brand," "sama" (same), and "beda" (different) suggests consumers are looking for unique selling points. Emphasize your brand's unique features, benefits, and how it stands out from competitors.

- **Target specific demographics:** Words like "anak" (child), "kaum" (group), and "orang" (people) indicate the need to tailor your message to specific demographics. Identify your target audience and tailor your marketing efforts accordingly.

- **Address negative sentiments about specific aspects:** The word "impor" (import) might reflect concerns about foreign-made products. If applicable, highlight local sourcing or quality control measures.

- **Use positive language:** Focus on positive terms like "baik" (good), "bisa" (can), and "mampu" (able) to counterbalance negative sentiment.

- **Monitor online conversations:** The word cloud suggests a significant amount of online discussion surrounding the brand. Use social listening tools to monitor sentiment and identify emerging concerns.

- **Consider customer feedback:** The word "rekomendasi" (recommendation) suggests customers are engaging in reviews and seeking advice from peers. Actively encourage reviews and address

feedback to build trust.

By addressing these concerns and leveraging the positive aspects highlighted in the word cloud, you can create a more effective marketing campaign that resonates with your target audience.

Positive Bigram Sentiment
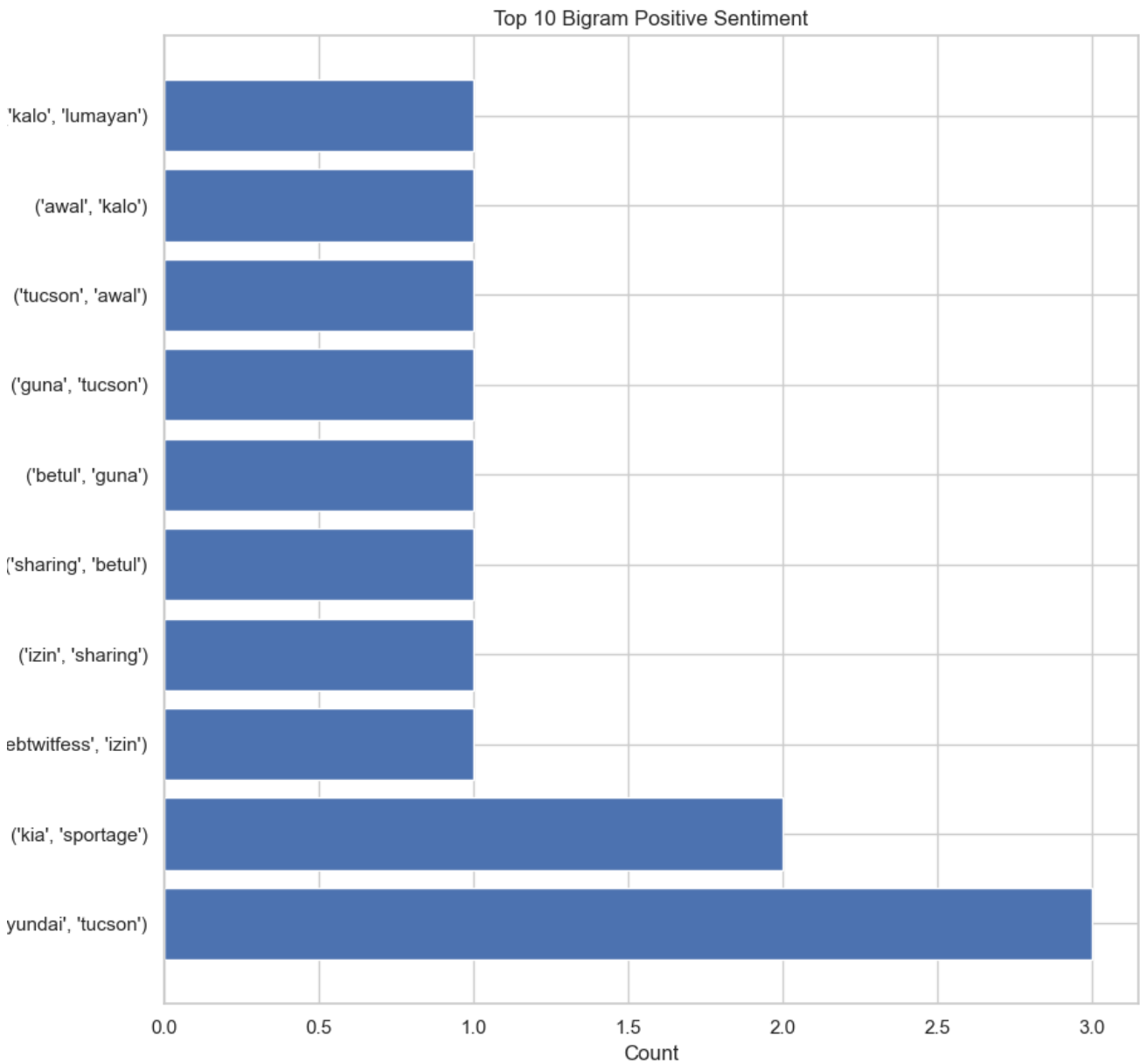
Top 10 Bigram Positive Sentiment

Conclusion and Actionable Insights based on Bigram Positive Sentiment Analysis:

Conclusion:

* The chart displays the top 10 bigrams with the highest positive sentiment. This indicates that these word combinations are frequently used in a positive context within the analyzed data.

Actionable Insights:

* **Focus on "Hyundai," "Kia," and "Tucson" for positive marketing messaging:** These bigrams have the highest counts, suggesting a strong positive association with these brands/models.
* **Leverage other high-scoring bigrams for targeted campaigns:** Explore the potential of "Kalo," "Awal," "Gun" "Betul," "Sharing" and "Izin" to tailor specific marketing messages and content.
* **Analyze negative sentiment for these bigrams:** While the chart shows positive sentiment, it's crucial to investigate potential negative sentiment associated with these bigrams to address any concerns proactively.
* **Identify new opportunities for positive sentiment:** Analyze other bigrams to identify emerging trends and potential opportunities for building positive brand perception.
* **Contextualize the data:** Understand the context in which these bigrams are used to gain deeper insights into consumer sentiment and preferences.

Additional Considerations:

* **Data Source:** Understanding the source of the data (e.g., social media, reviews) is essential for

interpreting the results.

* **Time Period:** Analyze the data over time to identify any trends or shifts in sentiment.

* **Market Context:** Consider the broader market context (e.g., competition, industry trends) when developing marketing strategies based on these insights.

Neutral Bigram Sentiment

Top 10 Bigram Neutral Sentiment
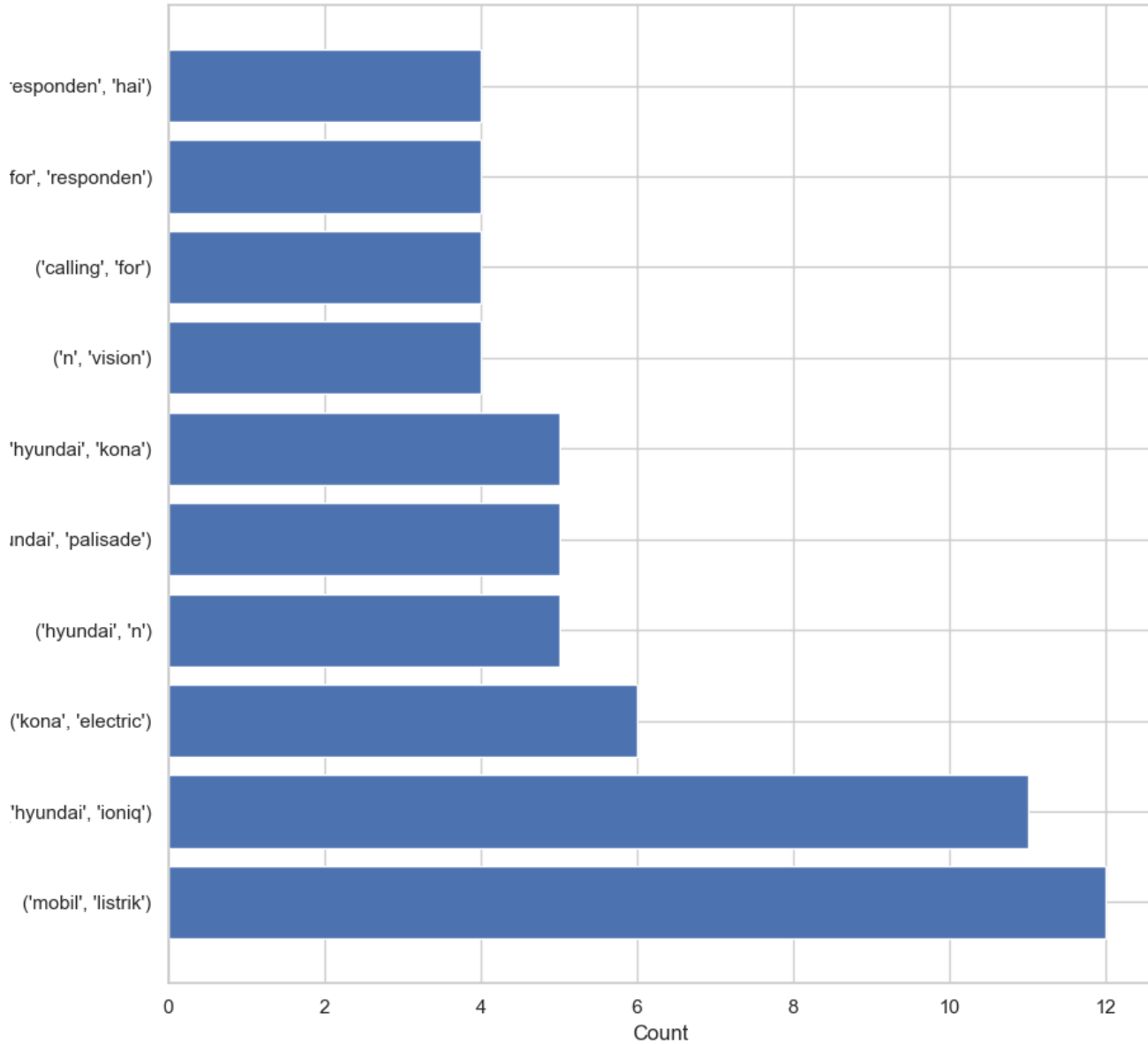
Conclusion and Actionable Insights from Bigram Neutral Sentiment Analysis

Conclusion: The chart shows the top 10 bigrams with neutral sentiment. It suggests that consumers are using these bigrams in a neutral way, without expressing strong positive or negative feelings.

Actionable Insights:

* **Focus on "Hyundai" and "Kona":** The bigrams "Hyundai, Kona" and "Kona, Electric" appear frequently, suggesting potential interest in these models. Further investigation of consumer sentiment towards these specific models might be insightful.
* **Explore "Mobil" and "Listrik":** The bigram "Mobil, Listrik" is the highest ranking, indicating significant interest in electric vehicles. Analyzing consumer sentiments and potential concerns related to electric cars might be beneficial.
* **Understand the "Calling, For" and "Responden" Context:** Bigrams like "Calling, For" and "Responden, Hail" might indicate customer service interactions or inquiries. It's important to analyze the context of these bigrams and understand the reason behind neutral sentiment.
* **Monitor and Analyze Trending Bigrams:** Continuously monitor the top bigrams with neutral sentiment to identify emerging trends and potential customer needs. This information can help in developing marketing strategies and responding to changing consumer preferences.
* **Investigate Neutral Sentiment's Underlying Factors:** Analyze the context of neutral bigrams to understand what drives neutral sentiment. Are consumers unsure about certain features, experiencing difficulties, or simply providing factual information? This analysis can provide valuable insights into consumer behavior and expectations.

Negative Bigram Sentiment

Top 10 Bigram Negative Sentiment
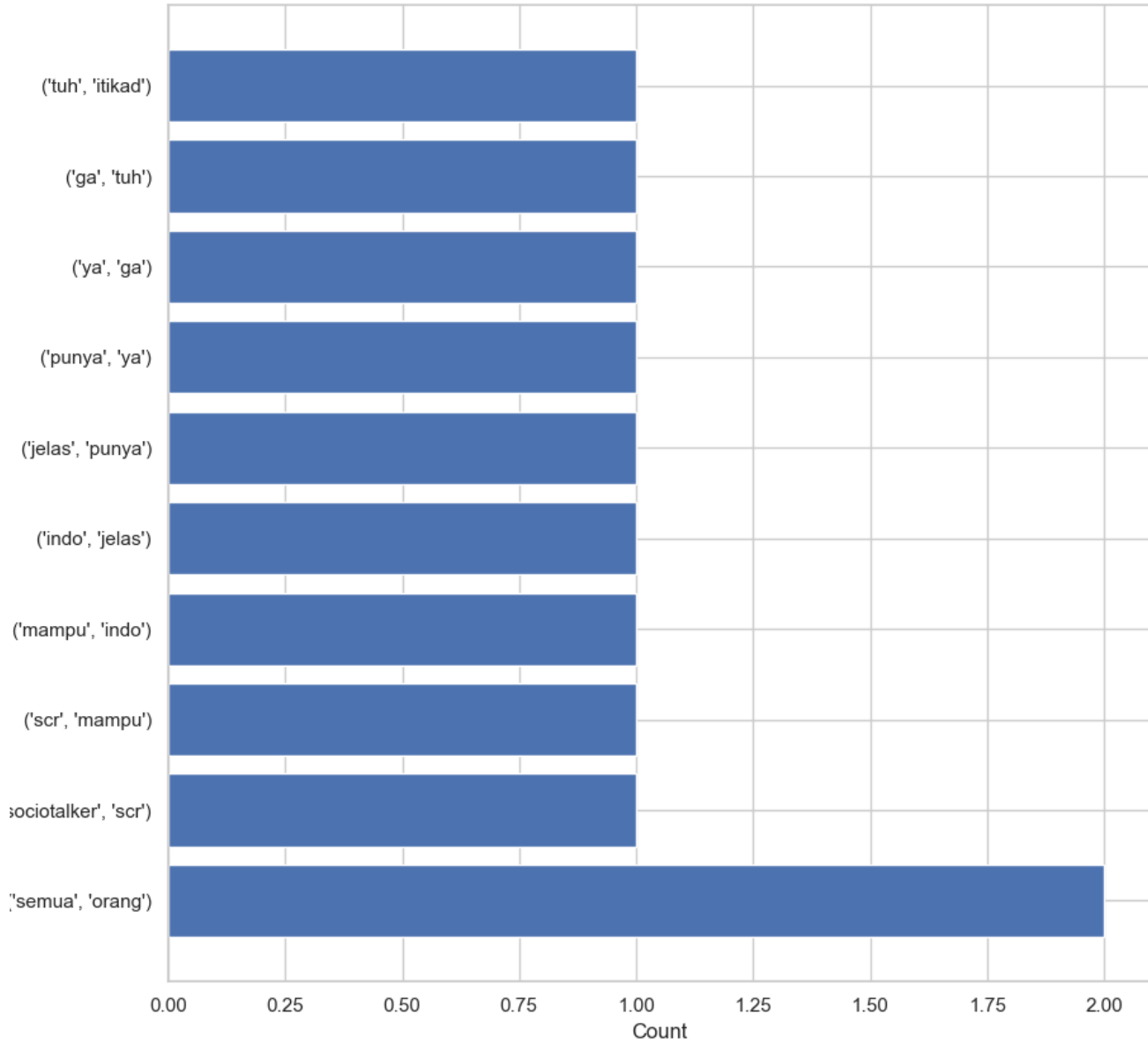
The chart displays the top 10 bigram negative sentiment words in a specific corpus of text.
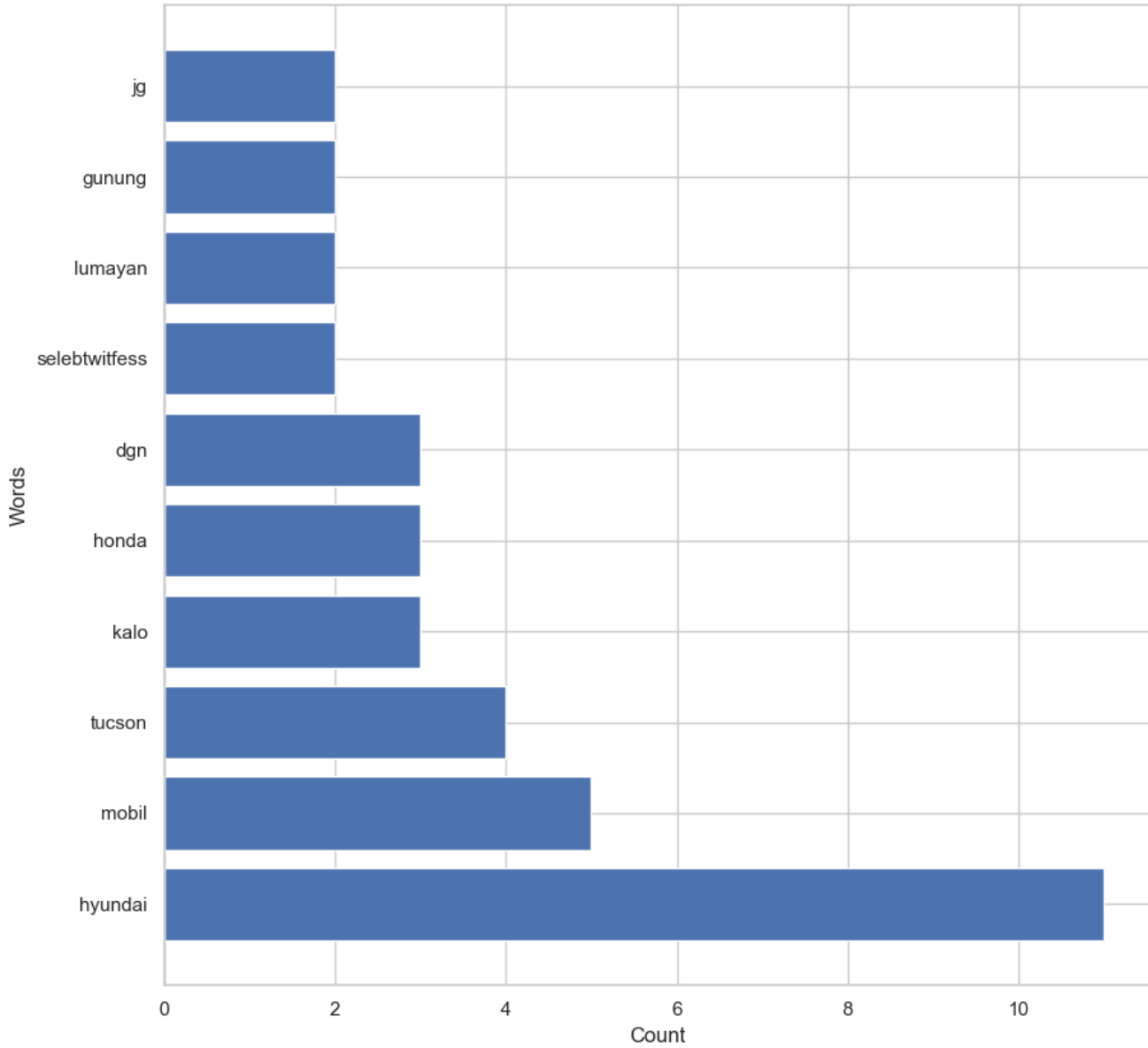
Here are some actionable insights based on the negative sentiment analysis:

- **"Semua" ("all") and "orang" ("people") is the most frequent bigram with negative sentiment.** This suggests that there is a lot of negative sentiment expressed towards people or the general public in the corpus of text. This could be due to a variety of factors, such as political discourse, social media commentary, or news articles.
- **The other bigrams suggest that there is negative sentiment expressed towards words related to ability, clarity, and acceptance.** This could be indicative of a general feeling of frustration, dissatisfaction, or hopelessness in the corpus of text.
- **Focus on understanding the context surrounding these negative bigrams.** For example, are these words being used in a sarcastic or ironic way? What are the surrounding words and phrases? This will help you understand the specific emotions and opinions that are being expressed.
- **Consider how to address these negative sentiments in your marketing strategy.** For example, you could focus on creating content that is positive, uplifting, and empowering. You could also try to address the specific concerns that are being raised by consumers.
- **Track the frequency of these negative bigrams over time.** This will help you understand how the sentiment of your target audience is evolving.

By understanding the negative sentiment expressed in your target audience's language, you can create more effective and impactful marketing campaigns.

Positive Unigram Sentiment

Top 10 Unigram Positive Sentiment

The chart presents the top 10 unigrams with positive sentiment. This provides valuable insights into consumer perception and preferences. Here are some actionable insights:

* **Hyundai is the most positively associated brand:** This suggests a strong brand image and customer satisfaction. Consider leveraging this positive sentiment in marketing campaigns.

* **"Mobil" and "Tucson" also exhibit high positive sentiment:** Focus on these models when promoting specific products or services.

* **"Dgn" (pronounced "degan") is a relatively high-scoring unigram:** This could be a positive term related to a specific product feature or service. Explore its meaning and utilize it in marketing.

* **"Kaló" (a term likely related to quality or value) shows positive sentiment:** This suggests consumers value these aspects. Highlight quality and value propositions in marketing.

* **"Honda" and "ig" (pronounced "ee-geh") also have positive sentiment:** This could be due to their association with specific models or features. Further analyze these terms to understand their specific positive connotations.

* **"Selebtwitfess" (likely referring to a celebrity or influencer) has positive sentiment:** This indicates potential for influencer marketing strategies.

* **"Lumayan" (meaning "okay" or "pretty good") has positive sentiment:** This suggests a general sense of approval.

* **"Gunung" (meaning "mountain") and "jg" (pronounced "jay-geh") have positive sentiment:** These terms could be related to specific geographical locations or outdoor activities. Analyze their specific context for further understanding.

Conclusion:

The analysis of unigram positive sentiment reveals several positive associations with specific brands, models, features, and concepts. By understanding these associations, marketers can tailor their campaigns to effectively leverage positive sentiment and strengthen brand perception. Further exploration of the specific meanings of these terms will provide deeper insights for effective marketing strategies.

Neutral Unigram Sentiment
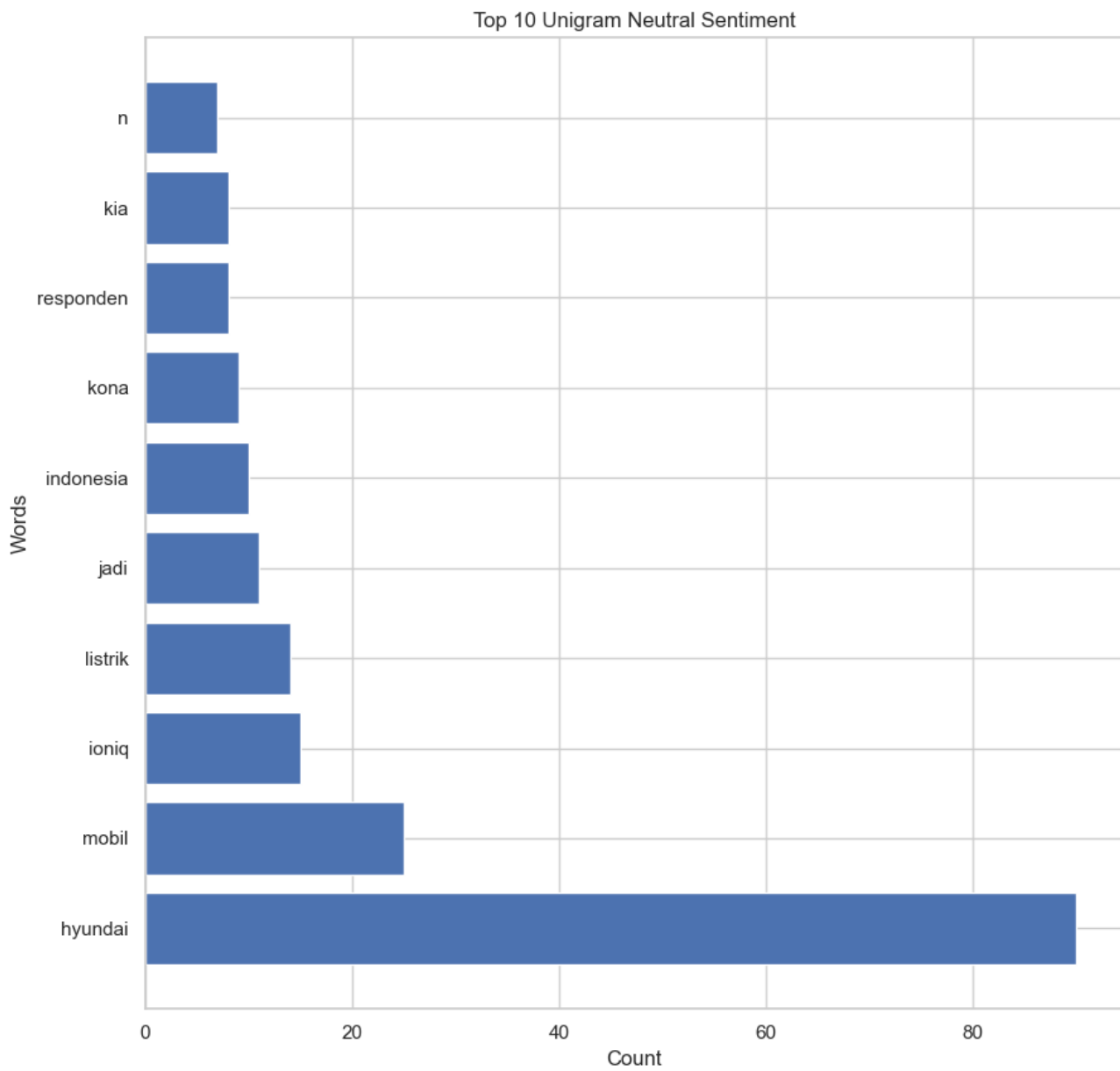
Top 10 Unigram Neutral Sentiment

Conclusion and Actionable Insights based on Unigram Neutral Sentiment:

Based on the provided chart, we can draw the following conclusions and actionable insights:

Conclusion:

* **Hyundai** is the most frequently mentioned brand in neutral sentiment, suggesting a significant amount of discussion related to the brand without strong positive or negative connotations.
* **Mobil** is the second most frequent word, indicating a substantial amount of neutral sentiment related to the term.
* **Other words:** "Ioniq," "Listrik," "Jadi," "Indonesia," "Kona," "Responden," "Kia," and "N" also appear in the top 10, suggesting that these terms are commonly used in discussions related to the brand.

Actionable Insights:

* **Focus on Hyundai:** The high frequency of "Hyundai" suggests a significant opportunity to leverage neutral sentiment and shape customer perception. Analyze the context of these mentions to understand the specific aspects of Hyundai that are being discussed.
* **Address neutrality:** Explore the context of the neutral mentions of "Mobil" and other words to understand the specific areas of concern or interest. Are customers seeking information about specific models, features, or pricing?
* **Targeted marketing:** Develop targeted marketing campaigns addressing the specific areas of interest revealed by the neutral mentions, aiming to convert neutral sentiment into positive

sentiment.

* **Monitor sentiment:** Continuously monitor sentiment analysis to track shifts in customer perception and adjust marketing strategies accordingly.

Additional Considerations:

* This analysis only focuses on neutral sentiment. It's essential to analyze positive and negative sentiment as well to gain a comprehensive understanding of consumer perception.
* Consider the context of the mentions beyond the words themselves. This will provide deeper insights into customer attitudes and expectations.
* Use this information to guide your marketing efforts and tailor your messages to effectively engage with your target audience.

Negative Unigram Sentiment
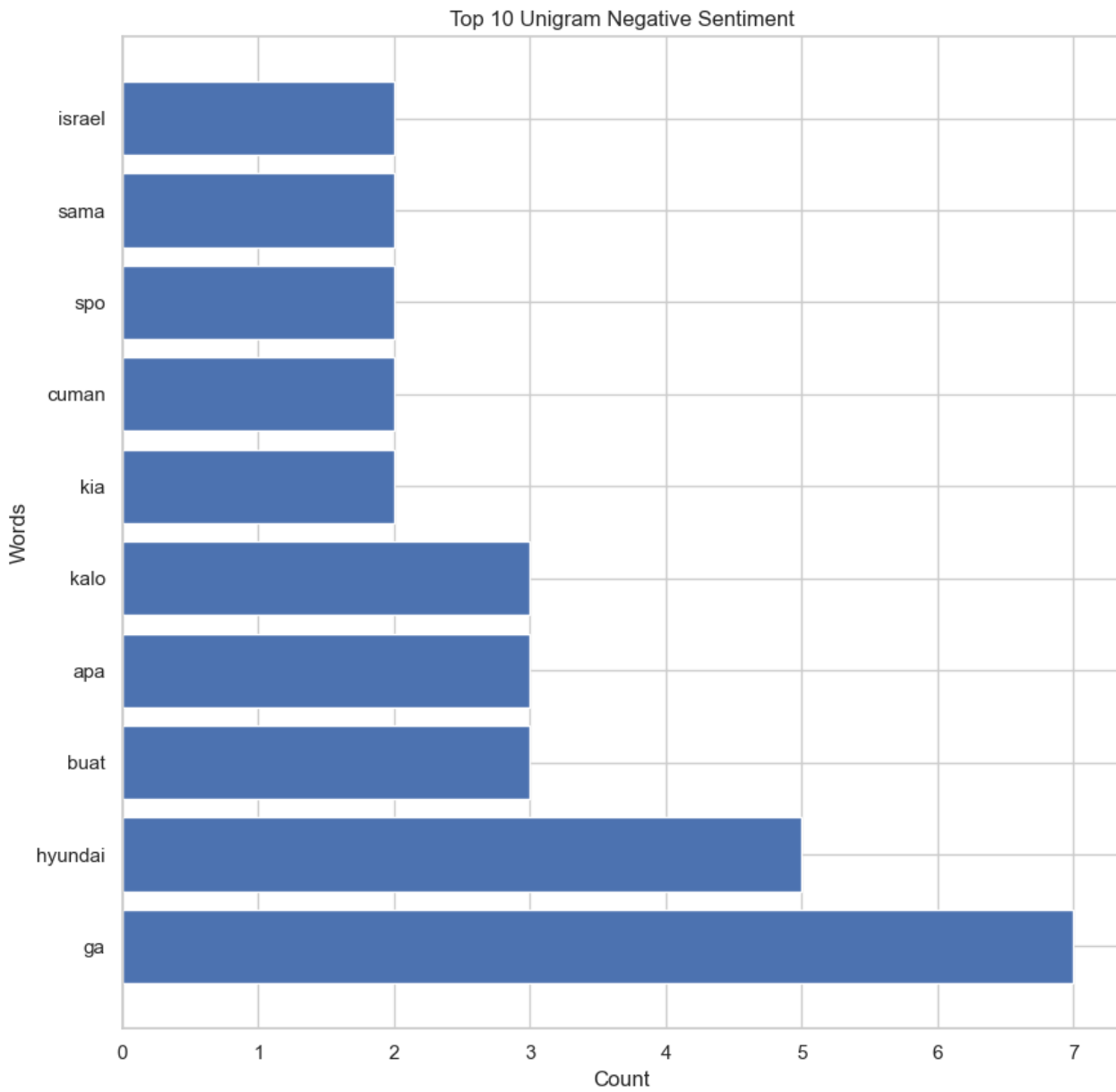
Top 10 Unigram Negative Sentiment

Conclusion and Actionable Insights based on Unigram Negative Sentiment:

Conclusion:

* The chart indicates that words like **"ga"**, **"hyundai"**, **"buat"**, and **"apa"** are frequently associated with negative sentiment in the data.

Actionable Insights:

* **Investigate the context of these negative words:** Understand the specific reasons why these words are being used in a negative context. For example:
  * **"ga"**: Could it be related to customer dissatisfaction with product features or service?
   * **"hyundai"**: Is there negative sentiment surrounding a specific Hyundai model or a recent marketing campaign?
  * **"buat"**: Is this word associated with complaints about the manufacturing process or product quality?
   * **"apa"**: Is this word being used in a frustrated or angry context?
* **Address the concerns:** Based on the investigation, develop strategies to address the issues causing negative sentiment. For example:
  * **Improve product features**: If customer dissatisfaction is related to specific product features, consider revising or improving those features.
  * **Refine marketing campaigns**: If negative sentiment is associated with a marketing campaign, review the campaign messaging and imagery to address the concerns.
   * **Enhance customer service**: If customers are expressing dissatisfaction with customer

service, implement training programs or processes to improve service quality.

* **Monitor sentiment over time:** Continue tracking unigram negative sentiment to identify emerging issues and evaluate the effectiveness of your efforts to address negative sentiment.

* **Consider using sentiment analysis tools:** Leverage sentiment analysis tools to gain deeper insights into the reasons behind the negative sentiment and identify specific areas for improvement.