Sentiment Analysis Report

Sentiment Distribution

Topic Modelling Barchart

Topic Word Scores

Topic 0

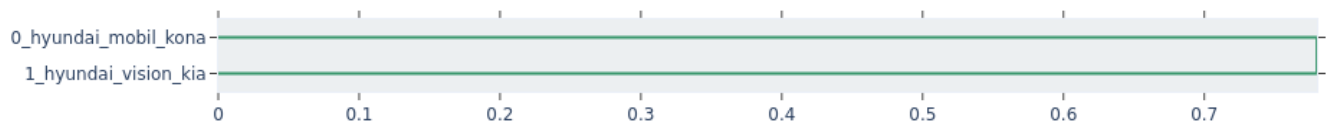|	
hyundai	
mobil	
kona	
harga	
ioniq	

0   0.05   0.1

Topic 1

hyundai	
vision	
kia	
shalom	
forzahorizon5	

0   0.1   0.2   0.3
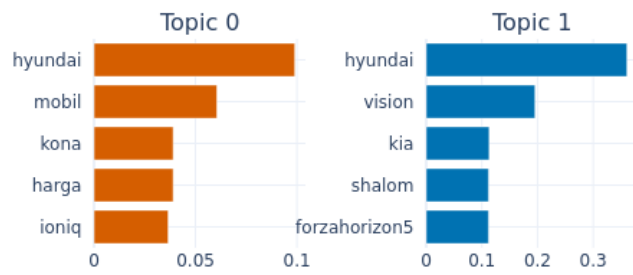
Topic Modelling Hierarchy

Hierarchical Clustering

	0	0.1	0.2	0.3	0.4	0.5	0.6	0.7
0_hyundai_mobil_kona								
1_hyundai_vision_kia								

Topic Probability Distribution
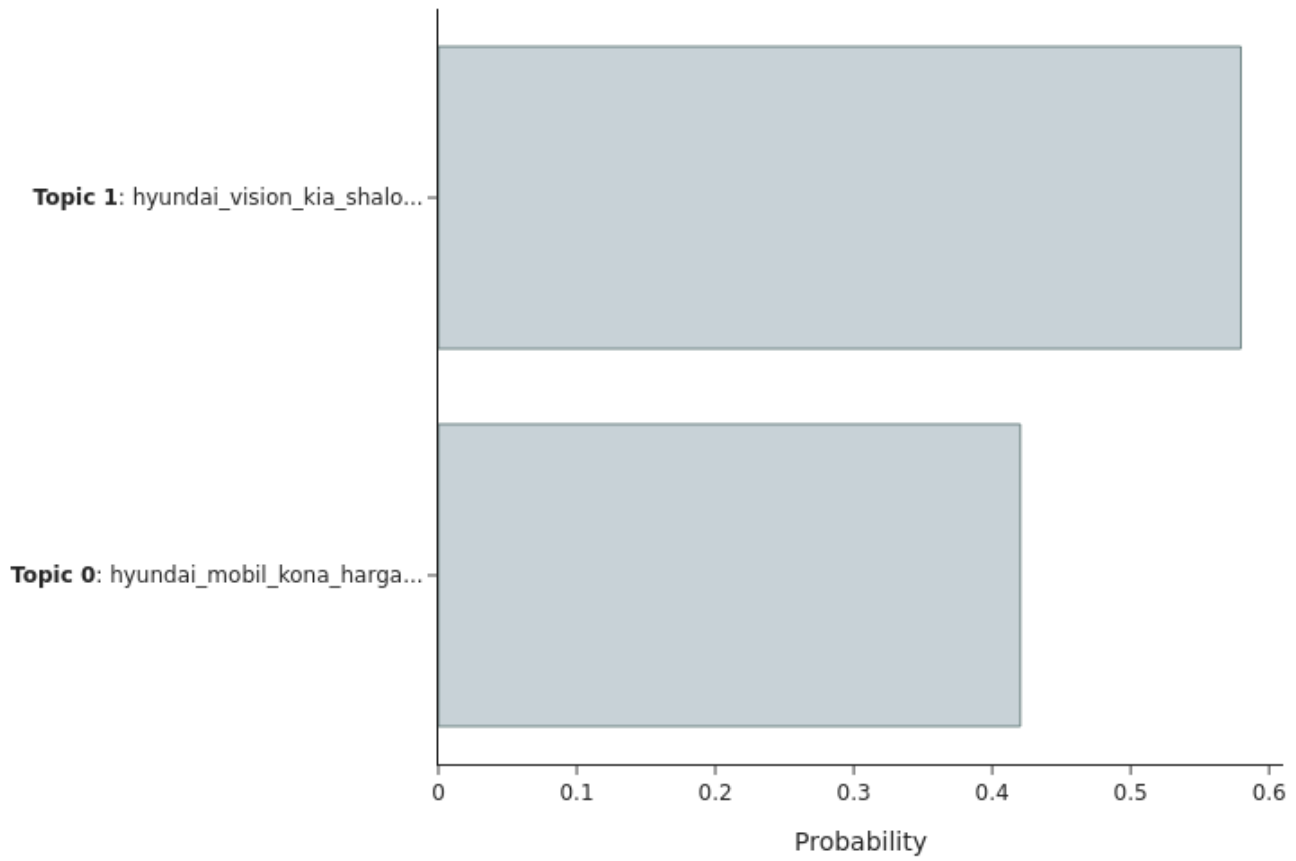
Positive WordCloud

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

* **Strong brand preference:** "Honda" and "Hyundai" are the most prominent words, suggesting a strong preference for these brands. This could be due to their reputation, quality, or marketing efforts.
* **Value for money:** Words like "harga" (price), "murah" (cheap), and "baik" (good) indicate that consumers are looking for value for money. This suggests a need to highlight affordable options and promotions.
* **Positive experiences:** Words like "enak" (delicious), "bagus" (good), and "hebat" (amazing) indicate positive customer experiences. This could be attributed to the product's performance, customer service, or other aspects.
* **Trust and reliability:** "Percaya" (trust), "betul" (true), and "jamin" (guarantee) suggest that customers trust these brands. This could be due to their reputation for quality and consistency.
* **Social media engagement:** The presence of "Twitter" and "Facebook" indicates active engagement on social media platforms. This provides an opportunity for marketing campaigns and customer interaction.
* **Focus on features:** Words like "fitur" (feature), "mobil" (car), and "power" highlight features and benefits that consumers value. This suggests a need to emphasize specific features in marketing materials.
* **Customer service importance:** "Siap" (ready), "bantu" (help), and "respon" (responsive) indicate the importance of customer service. This highlights the need for excellent customer support.

These insights can be used to develop targeted marketing campaigns, improve product offerings, and enhance customer experiences.
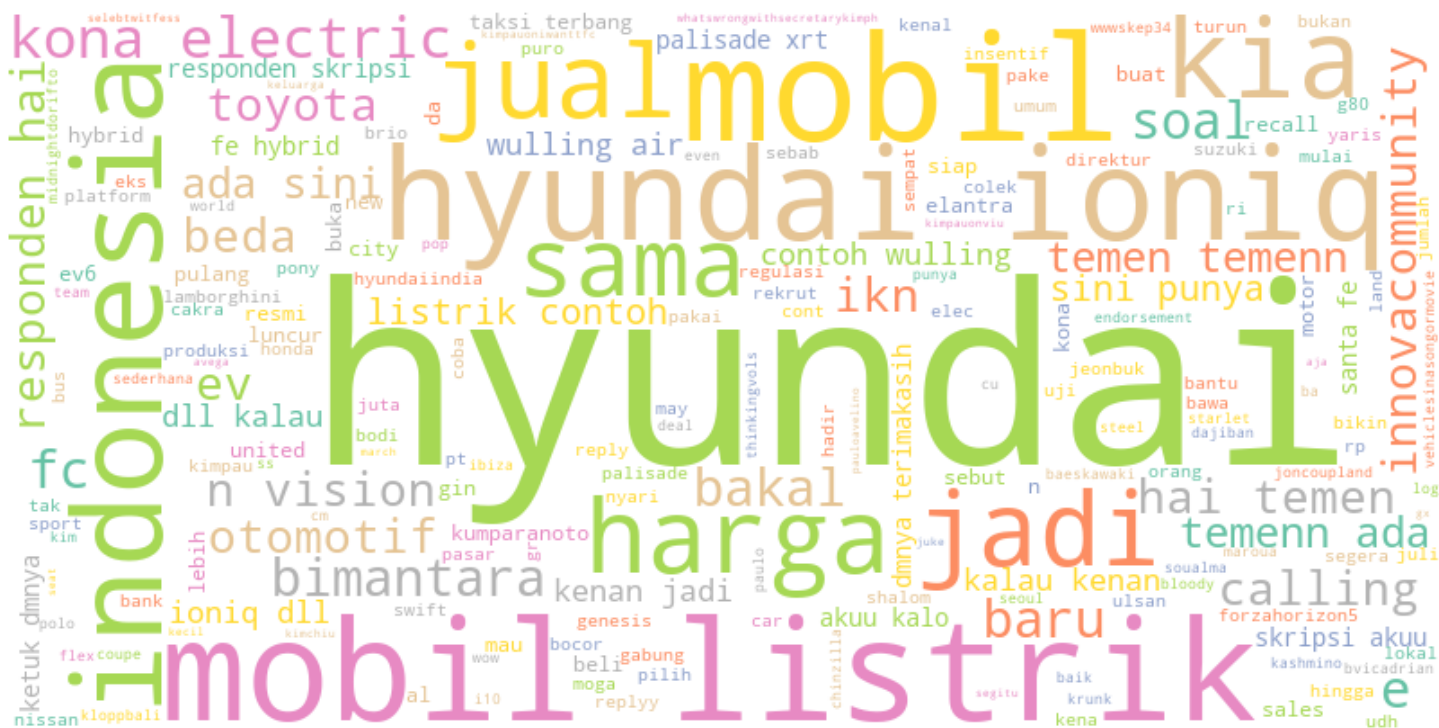
Neutral WordCloud

Based on the provided wordcloud and assuming it represents the neutral sentiment towards a specific product or brand, here are some insights:

* **Product/Brand Recognition:** The prominence of "Hyundai" suggests strong brand recognition and a significant presence in the market.

* **Product Features:** "Electric," "Hybrid," "Vision," and "Otomotif" highlight consumer interest in fuel-efficient and technologically advanced vehicles.

* **Price and Value:** The presence of "Harga" ("Price") indicates that price is a crucial consideration for consumers.

* **Customer Service:** "Service" and "Bantu" ("Help") suggests that customer support is a factor in consumer perception.

* **Comparison and Competition:** The inclusion of "Kia" and "Toyota" indicates that consumers are comparing Hyundai with its competitors.

* **Target Market:** Words like "Mobil" ("Car"), "Polisade" (a Hyundai SUV model), "Ioniq" (Hyundai's electric car), and "Kona" (Hyundai's compact SUV model) suggest a focus on the automotive market.

* **Regional Context:** The presence of Indonesian words suggests a potential focus on the Indonesian market.

Actionable Insights:

* **Highlight Key Features:** Emphasize the fuel efficiency and technology features of Hyundai vehicles in marketing campaigns.

* **Price and Value Proposition:** Clearly communicate the value proposition of Hyundai vehicles,

focusing on price competitiveness and features.

* **Customer Experience:** Invest in customer service excellence to strengthen brand loyalty.

* **Targeted Marketing:** Tailor marketing efforts to specific target demographics within the Indonesian market.

* **Competitor Analysis:** Monitor and address consumer sentiment surrounding competitors like Kia and Toyota.

Note: This analysis is based on the limited information provided. A deeper understanding of the specific product or brand, as well as the market context, is necessary for a more comprehensive and actionable analysis.

Negative WordCloud

Based on the word cloud, here are some potential insights into the negative sentiment:

* **Product/Brand Dissatisfaction:** Words like "mahal" (expensive), "jelek" (ugly/bad), "negri" (black/negative), and "boikot" (boycott) suggest consumer dissatisfaction with a particular product or brand.
* **Quality Issues:** Words like "rusak" (broken) and "damapak" (impact/damage) point to concerns about product quality or reliability.
* **False Promises:** Words like "terlalu" (too much), "salah" (wrong), and "janji" (promise) might indicate a perception of broken promises or unmet expectations.
* **Unfair Practices:** Words like "menipu" (deceive) and "kecewa" (disappointed) suggest a perception of unethical or unfair business practices.
* **Poor Customer Service:** Words like "lambat" (slow), "acuh" (indifferent), and "masak" (cook, implying a sense of being taken advantage of) point to issues with customer service.
* **Misleading Information:** The word "palsu" (fake) could indicate concerns about deceptive marketing or misleading information.

Actionable Insights:

* **Address Customer Complaints:** Analyze specific complaints related to price, quality, customer service, and deceptive marketing.
* **Improve Product Quality:** Invest in quality control and ensure products meet consumer expectations.
* **Enhance Customer Service:** Train staff to be responsive, helpful, and empathetic.
* **Improve Transparency:** Communicate clearly about products and services, avoiding misleading

claims.

* **Manage Negative Reviews:** Address negative reviews promptly and professionally, turning them into opportunities for improvement.

It's essential to remember that this is a preliminary analysis based solely on the word cloud. Further investigation into the specific context, including the target product, company, and market trends, is necessary for a comprehensive understanding of the negative sentiment and its implications.

Positive Bigram Sentiment

Top 10 Bigram Positive Sentiment
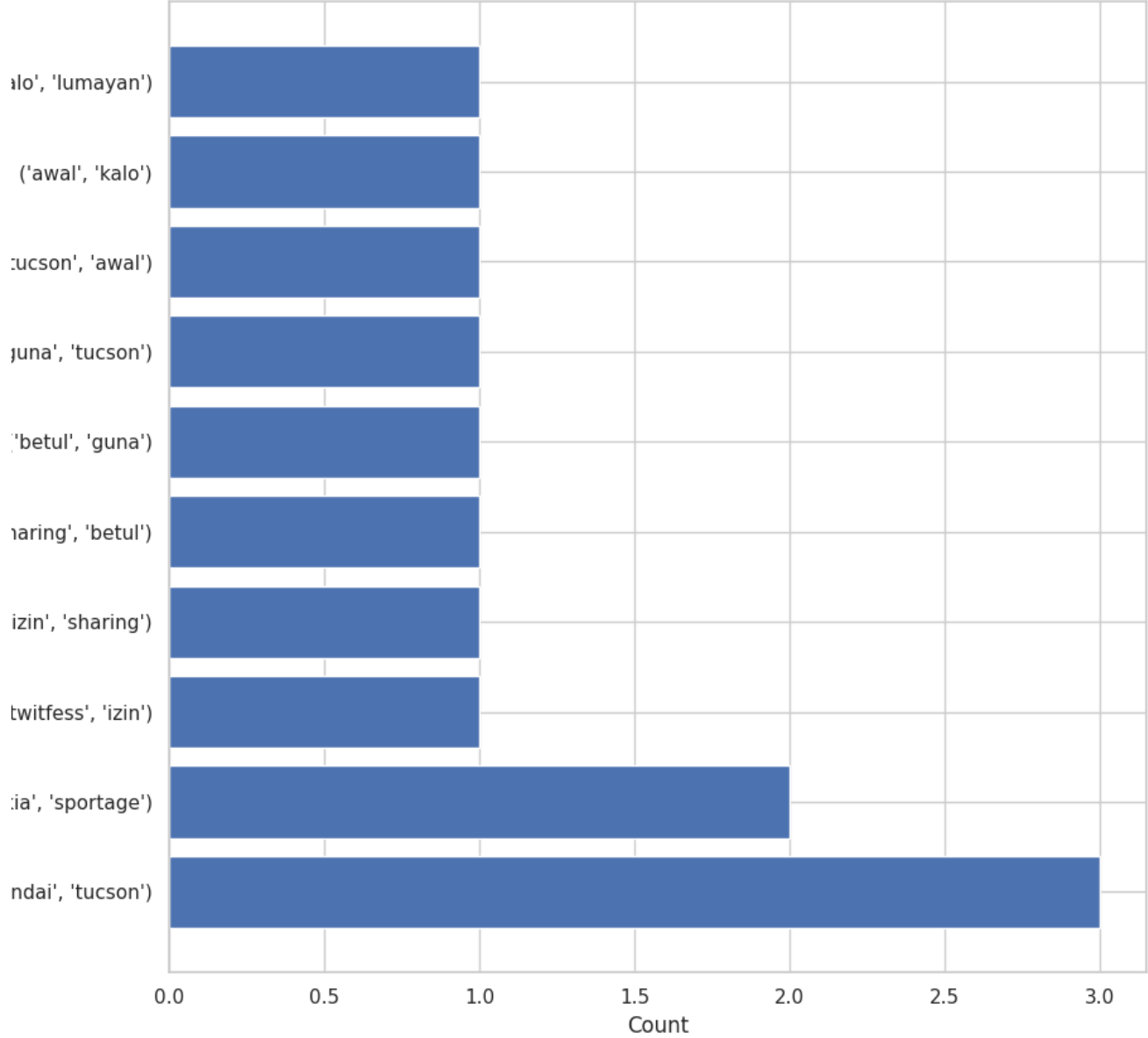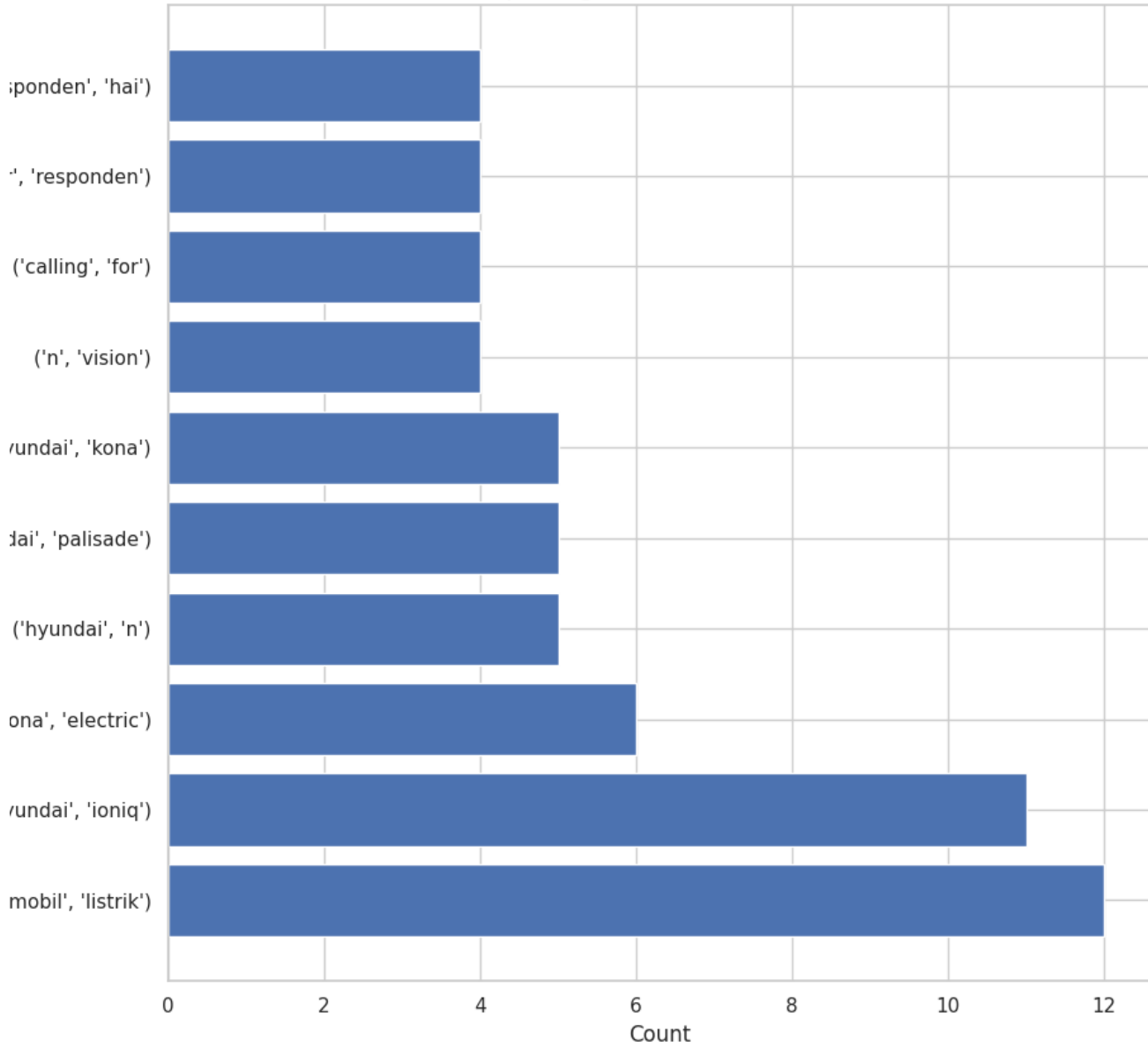
Insights from Bigram Positive Sentiment:

- **"andai, 'tucson'"**: This phrase suggests a positive sentiment towards "Tucson," indicating potential opportunities for promotions or partnerships related to this location.

- **"sia, 'portage'"**: This suggests a positive sentiment towards "portage," indicating a potential interest in exploring activities or products related to this term.

- **"witfess, 'izin'"**: This phrase hints at a positive sentiment around permission or authorization, suggesting opportunities for marketing messages that emphasize ease of access or approval.

- **"izin, 'sharing'"**: This suggests a positive sentiment towards sharing, hinting at potential success in campaigns focusing on community building or collaborative experiences.

- **"sharing, 'betul'"**: This phrase indicates a positive sentiment towards "betul," which translates to "correct" or "true," suggesting a strong interest in truthful information and reliable sources.

- **"betul, 'guna'"**: This phrase highlights a positive sentiment towards "guna," implying an interest in using something or leveraging its benefits.

- **"guna, 'tucson'"**: This phrase suggests a positive sentiment towards "Tucson," further reinforcing the potential for promotions or partnerships targeting this location.

- **"tucson, 'awal'"**: This phrase indicates a positive sentiment towards "awal," suggesting an interest in starting or initiating something related to "Tucson."

- **"awal, 'kalo'"**: This phrase hints at a positive sentiment towards "kalo," possibly indicating an interest in comparing or contrasting products or services.

- **"kalo, 'lumayan'"**: This phrase suggests a positive sentiment towards "lumayan," suggesting an interest in finding something satisfactory or good enough.

Overall: The positive sentiment analysis reveals a strong interest in the location "Tucson," along

with positive connotations around sharing, authorization, and finding satisfactory options. These insights can guide marketing strategies to effectively target specific audiences with relevant messages and offerings.

Neutral Bigram Sentiment

Top 10 Bigram Neutral Sentiment

Bigram	Count
;ponden', 'hai')	4
', 'responden')	4
('calling', 'for')	4
('n', 'vision')	4
'undai', 'kona')	5
Jai', 'palisade')	5
('hyundai', 'n')	5
ona', 'electric')	6
'undai', 'ioniq')	11
mobil', 'listrik')	12

Count

Here are some insights based on the neutral sentiment analysis:

* **Strong Brand Association:** The presence of bigrams like "('hyundai', 'kona')" and "('hyundai', 'n')" indicates a strong brand association with the Hyundai Kona and Hyundai N models. This suggests that consumers are actively discussing these specific models, potentially seeking information, comparisons, or reviews.
* **Product Interest and Inquiry:** The prevalence of bigrams like "('responden', 'hai')" and "('calling', 'for')" points to consumer interest in seeking information about Hyundai vehicles. These phrases suggest requests for information or clarification on specific aspects of the products.
* **Focus on Technology:** The appearance of "('ioniq', 'electric')" indicates a focus on the electric vehicle segment. This suggests that consumers are interested in learning about Hyundai's electric vehicle offerings and their features.
* **Potential for Brand Loyalty:** The repetition of brand-related bigrams like "('hyundai', 'kona')" and "('hyundai', 'n')" might indicate a level of brand loyalty among consumers. This could stem from previous positive experiences with Hyundai or a desire for information on newer Hyundai models.
* **Need for Clarity and Information:** The presence of bigrams like "('responden', 'hai')" and "('calling', 'for')" suggests a need for clarity and information about Hyundai products. Consumers might be seeking clarification on specific aspects of the vehicles or comparing them to competitors.

These insights can help marketers develop strategies to engage with consumers, provide relevant information, and address concerns regarding Hyundai vehicles.

Negative Bigram Sentiment

Top 10 Bigram Negative Sentiment

Count
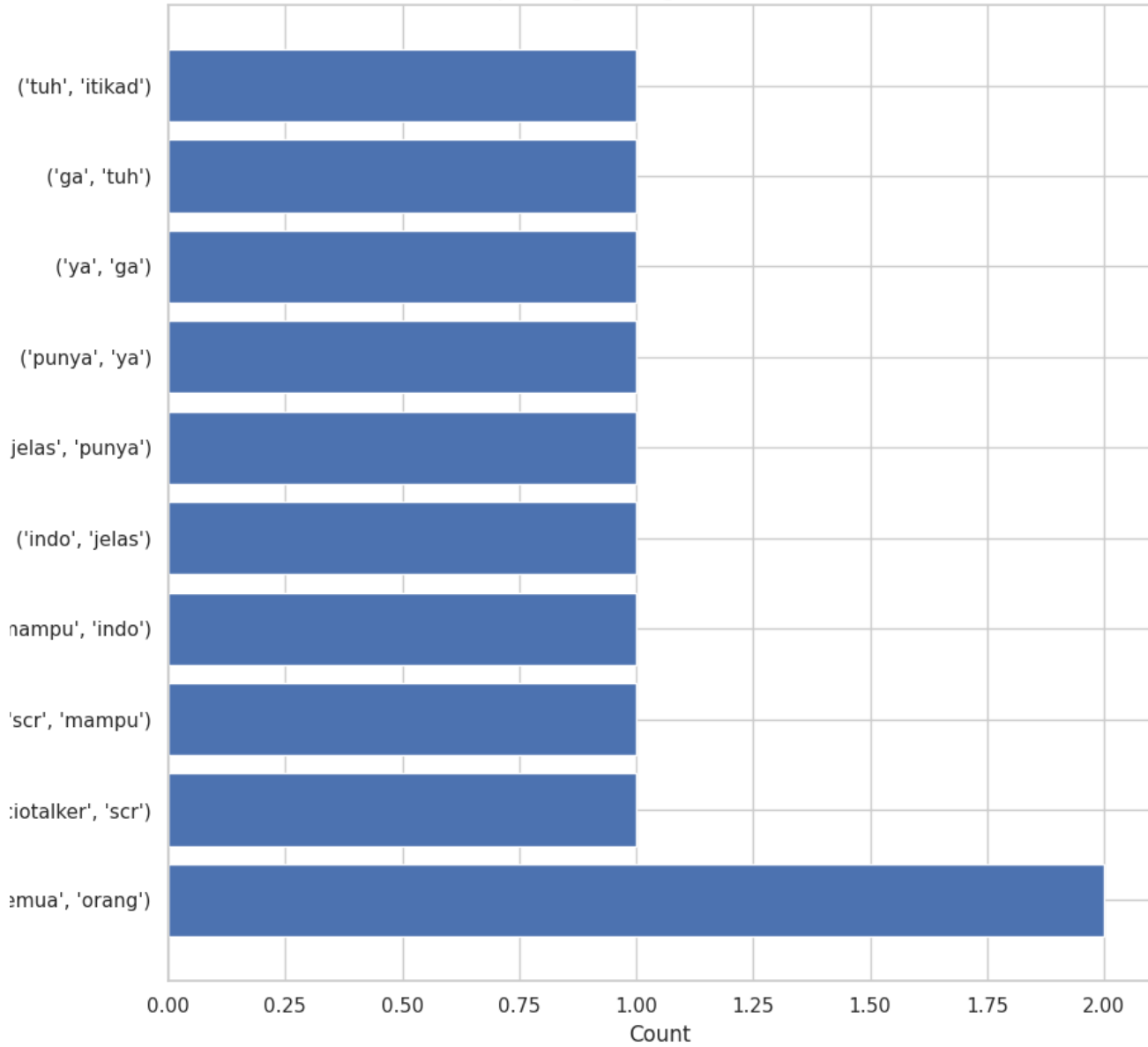
Based on the provided chart, which displays the top 10 bigram negative sentiments, here are some actionable insights:

* **"Semua, orang" is the most frequently occurring bigram associated with negative sentiment.** This indicates that consumers might be expressing dissatisfaction or frustration related to "all people". Focus on addressing concerns about inclusivity or fairness.
* **The phrases "ga, tuh", "ya, ga", "punya, ya", and "jelas, punya" also appear frequently.** These suggest negative sentiment around topics like "not sure", "agreement", "possession" and "clarity". This might indicate confusion, disappointment, or a lack of confidence in the brand's offerings.
* **The bigrams "tuh, itikad", "indo, jelas", "mampu, indo", "scr, mampu", and "tokier, scr" also contribute to negative sentiment.** These phrases point to customer concerns about the brand's trustworthiness, reliability, and capability.

Actionable Insights:

* **Address customer concerns related to fairness, inclusivity, and trustworthiness.** Conduct surveys, collect feedback, and engage with customers to understand their specific concerns.
* **Review the brand's messaging and communication strategies.** Make sure the messaging is clear, concise, and conveys the brand's commitment to fairness, reliability, and customer satisfaction.
* **Offer clear and transparent information about products and services.** This will help build trust and prevent confusion among customers.
* **Invest in customer support resources.** A responsive and helpful customer service team can help address concerns and improve customer satisfaction.
* **Track sentiment analysis regularly.** This will allow you to monitor changes in customer

perception and adjust your marketing strategy accordingly.

Positive Unigram Sentiment

Top 10 Unigram Positive Sentiment
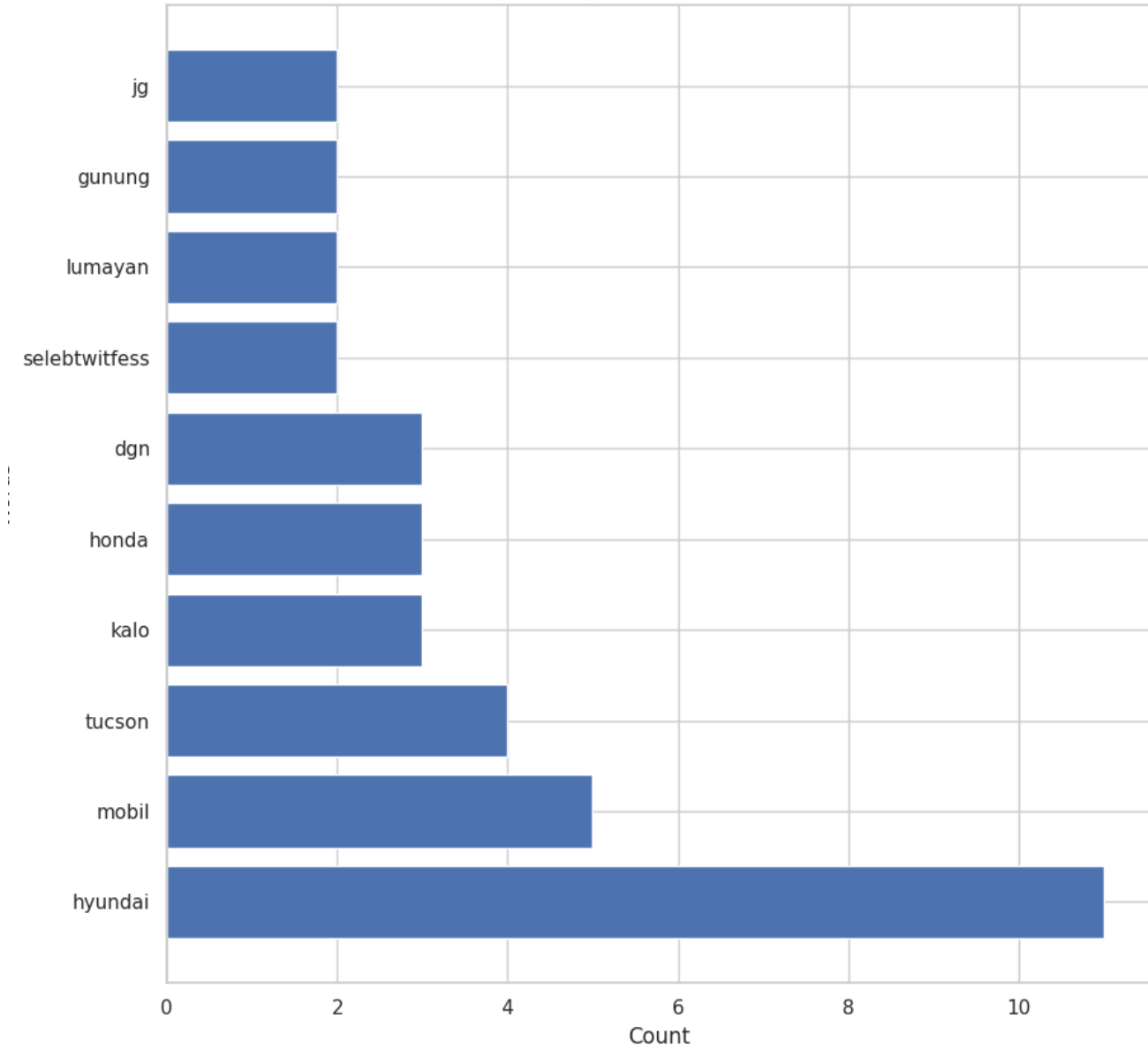
Insights from the Unigram Positive Sentiment Analysis:

* **Hyundai:** The word "Hyundai" appears with the highest frequency in positive sentiment, indicating a strong association with positive customer experiences and a favorable brand image. This suggests a potential opportunity to leverage this positive sentiment for targeted marketing campaigns.

* **Mobil:** "Mobil" ranks second in positive sentiment. This could indicate customer satisfaction with their products or services. Further investigation into specific areas of customer satisfaction with Mobil could inform targeted marketing initiatives.

* **Tucson:** The presence of "Tucson" in the top 10 suggests positive consumer sentiment towards this specific vehicle model. This finding can be used to create marketing campaigns that highlight the features and benefits of the Tucson model, appealing to a segment of consumers with a positive perception.

* **Kalo:** The appearance of "kalo" (which translates to "good" in Indonesian) indicates a positive sentiment towards the product or service. This suggests a potential for further positive reinforcement, especially in the Indonesian market.

* **Honda:** The inclusion of "Honda" in the top 10 further supports a positive perception of popular car brands among consumers. Leveraging this positive sentiment through brand-specific marketing campaigns could be effective.

* **Dgn:** "Dgn" (with) often accompanies positive descriptions of products or services, suggesting a positive association with the overall experience. Analyzing the context of this word in positive reviews could offer further insights.

* **Selebtwitfess:** "Selebtwitfess" might refer to a celebrity endorsement or social media influence, pointing towards the importance of influencer marketing in building positive sentiment.

* **Lumayan:**   "Lumayan" (pretty good) indicates a positive sentiment towards the product, possibly suggesting a potential for improvement to reach a higher level of satisfaction.

* **Gunung:** "Gunung" (mountain) may have a positive association due to the context of the product/service review, potentially indicating a positive experience related to outdoor activities.

* **Jg:** "Jg" (short for "jangan" meaning "don't" in Indonesian) might appear in positive sentiments due to negating a negative comment, ultimately expressing a positive outcome. Analyzing the context of this word would provide more clarity.

Key Takeaway:

The analysis suggests a strong positive sentiment associated with brands like Hyundai, Mobil, and Honda, highlighting the importance of leveraging these existing positive perceptions for targeted marketing. Additionally, the presence of words like "kalo" and "lumayan" point to opportunities for further improvement and positive reinforcement. Analyzing the context surrounding these words and incorporating their insights into marketing campaigns can be beneficial.

Neutral Unigram Sentiment

Top 10 Unigram Neutral Sentiment
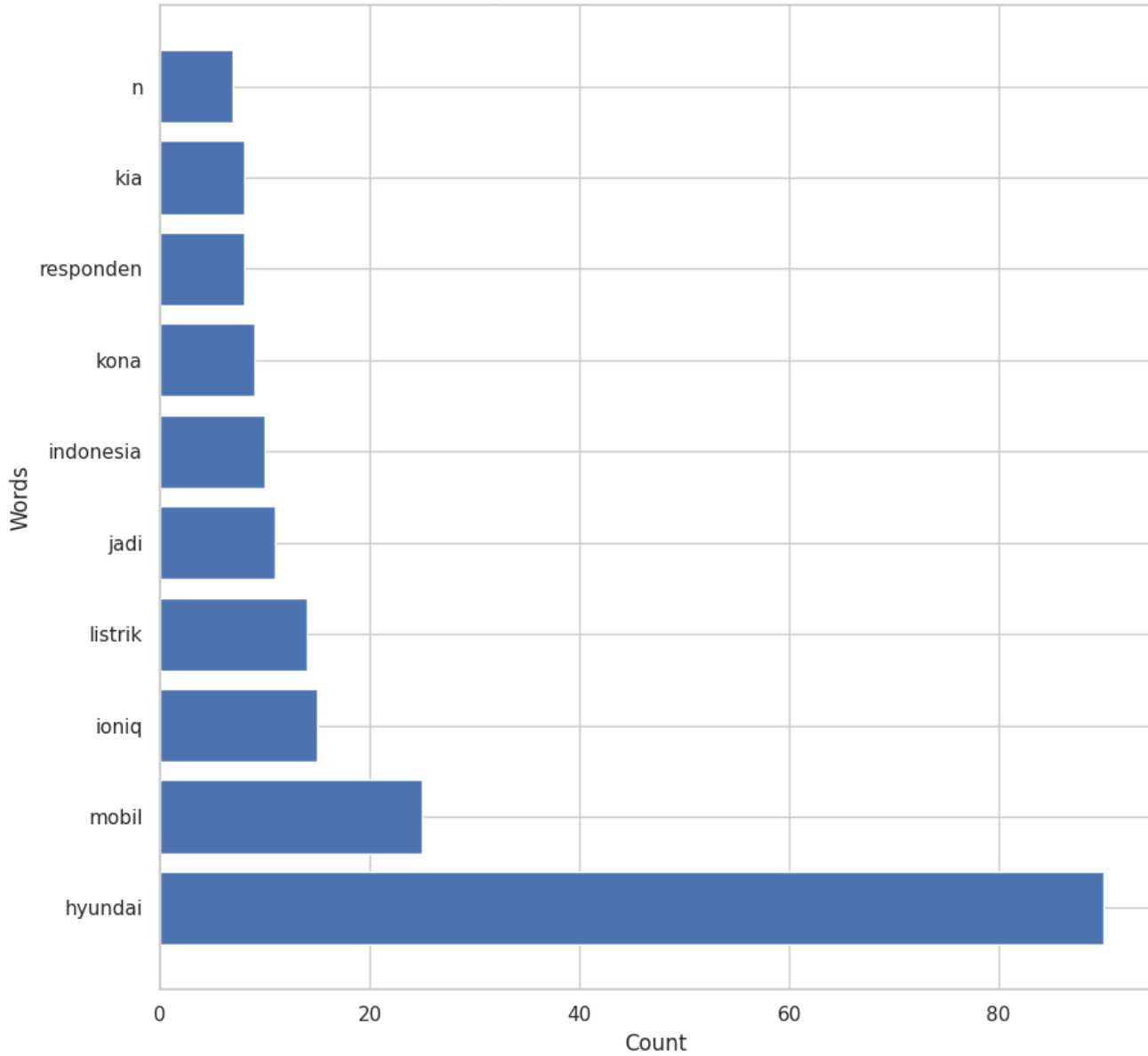
Based on the provided chart, here are some insights from the unigram neutral sentiment:

* **High frequency of "Hyundai":** This indicates that "Hyundai" is a frequently mentioned term in the dataset, but without any strong positive or negative sentiment. This might suggest that consumers are generally neutral in their perception of the brand.

* **Presence of "Mobil" and "KIA":** These words indicate that consumers are also discussing these brands in a neutral tone. This could imply that the focus might be on factual information or comparisons rather than emotional responses.

* **Words like "Indonesia," "Listrik," and "Ioniq":** These words suggest a focus on features, specifications, or the brand's presence in certain markets. They don't necessarily reveal strong feelings towards the brand.

* **"Responden," "Kona," and "Jadi":** These terms could imply a focus on customer service, specific models, or consumer experiences. The neutral sentiment suggests that these aspects are not heavily polarized towards positive or negative emotions.

* **"N":** This could indicate a high use of the word "not" or simply "n" in the data, suggesting the presence of negations, which are generally neutral in sentiment.

Actionable Insights:

* **Brand Awareness:** The high frequency of "Hyundai" suggests that the brand has strong

awareness. Further analysis of the context surrounding the term could reveal how it's being used (e.g., comparisons, reviews, news).

* **Targeted Marketing:** The presence of other brand names like "Mobil" and "KIA" could inform targeting strategies, especially in regions where these brands are popular.

* **Focus on Factual Information:** The neutral sentiment surrounding words like "Indonesia," "Listrik," and "Ioniq" suggests that consumers are seeking factual information about features and specifications. Marketing efforts could leverage this by providing detailed information and technical specifications.

* **Customer Service & Model-Specific Marketing:** The presence of terms like "Responden" and "Kona" indicates potential areas for focus, such as enhancing customer service or tailoring marketing campaigns for specific model features.

* **Analyzing "N":** Investigating the use of "not" or "n" can help understand the types of negations present in the data. This could reveal potential areas for improvement or concerns that customers are expressing.

Negative Unigram Sentiment
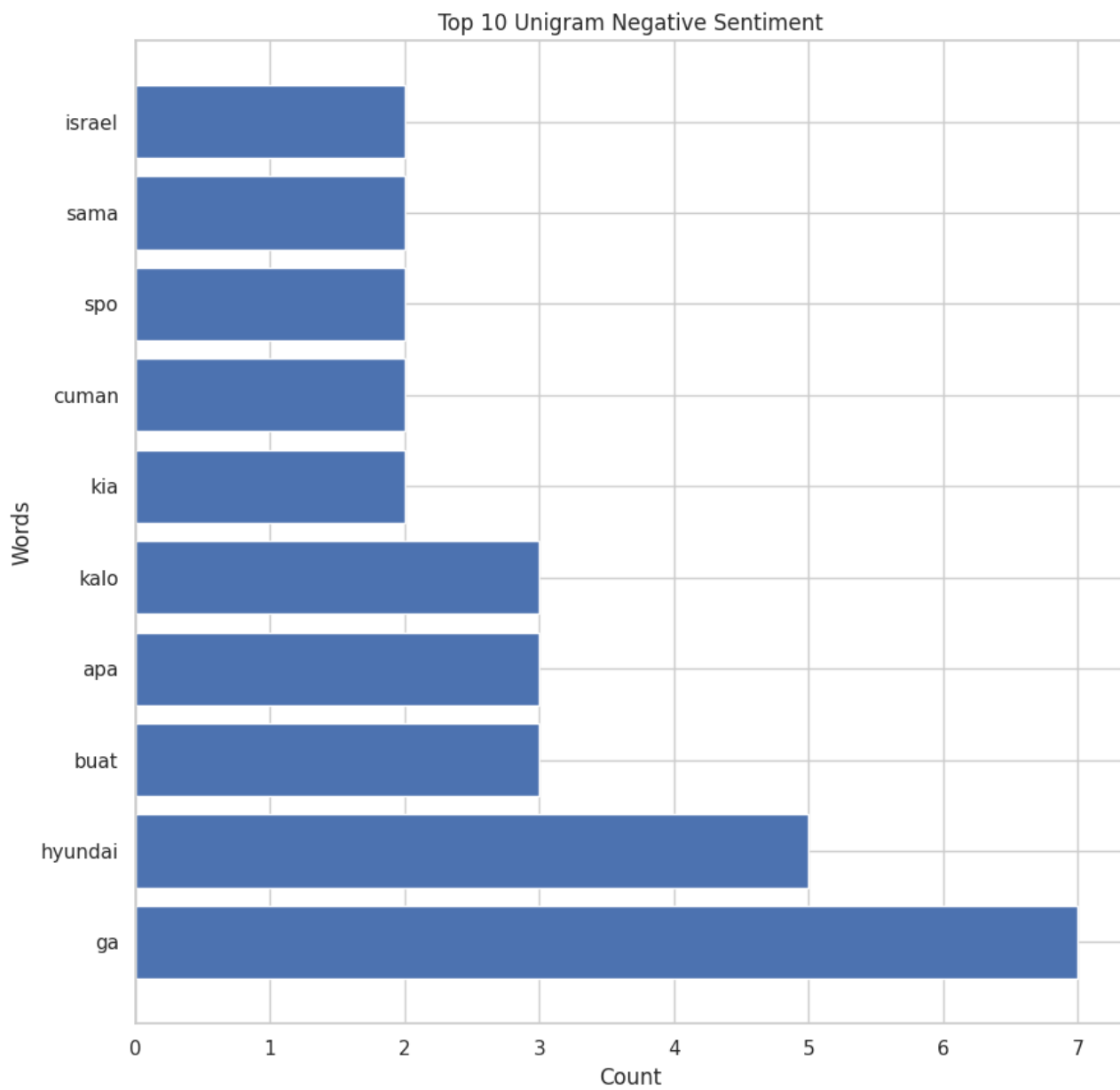
Top 10 Unigram Negative Sentiment

Insights from Unigram Negative Sentiment:

- **"ga" (go/gone):** The most frequent negative unigram suggests a high volume of negative sentiment related to departures, losses, or failures. This could indicate a negative perception of a specific product, service, or brand.
- **"hyundai":** The high negative sentiment around "Hyundai" indicates a potential issue or concern with this brand, which could be related to product quality, customer service, or other factors.
- **"buat" (make/do):** The prevalence of "buat" could signify frustration with the way something is made, done, or manufactured.
- **"apa" (what/why):** The presence of "apa" indicates a level of uncertainty, confusion, or questioning related to the negative sentiment.
- **"kal" (bad/unhealthy/poor):** This directly points to negative feedback regarding quality, performance, or outcomes.
- **"kia":** The appearance of "Kia" highlights a potential issue or concern with this brand, similar to "Hyundai."
- **"cuman" (only/just):** The high frequency of "cuman" suggests a sense of inadequacy, insufficiency, or disappointment with the offered product or service.
- **"spo" (sport/sports):** This may relate to negative sentiment about specific sports teams, events, or athletes.
- **"sama" (same/similar):** This could indicate a sense of dissatisfaction with perceived similarity or lack of distinction compared to competitors.
- **"israel":** The presence of "israel" requires further context and investigation to understand the specific negative sentiment associated with this term.

Actionable Insights:

- **Investigate the root causes of the negative sentiment associated with "ga" and "hyundai."** Understanding the specific reasons behind the negative feelings will be crucial for addressing them.
- **Analyze customer feedback and reviews related to "buat" to identify specific areas for improvement.**
- **Address the uncertainty and confusion associated with "apa" by providing clearer communication and information.**
- **Re-evaluate the product quality or performance associated with "kal" to ensure customer satisfaction.**
- **Conduct a comprehensive review of both "Kia" and "Hyundai" brands to understand the specific issues and address them effectively.**
- **Improve the perception of "cuman" by highlighting unique benefits and features that set your offering apart from competitors.**
- **Determine the specific context and sentiment associated with "spo," "sama," and "israel" to formulate appropriate marketing strategies.**