# Sentiment Analysis Report

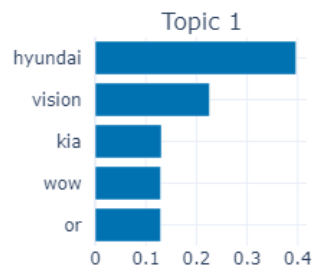## Sentiment Distribution

# Topic Modelling Barchart

## Topic Word Scores

### Topic 0

| Word | Score |
|------|-------|
| hyundai | |
| mobil | |
| harga | |
| kona | |
| indonesia | |

0    0.05    0.1

### Topic 1

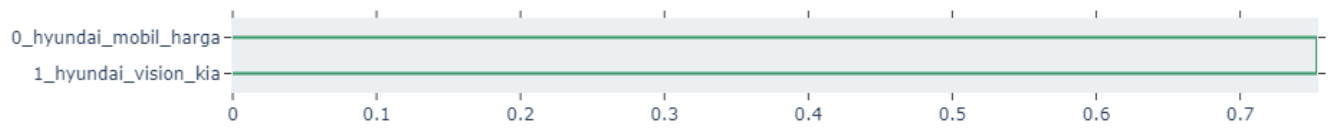| Word | Score |
|------|-------|
| hyundai | |
| vision | |
| kia | |
| wow | |
| or | |

0    0.1    0.2    0.3    0.4
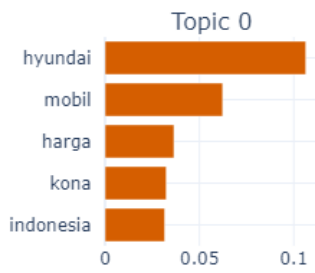
Topic Modelling Hierarchy

## Hierarchical Clustering



| | 0 | 0.1 | 0.2 | 0.3 | 0.4 | 0.5 | 0.6 | 0.7 |
|---|---|---|---|---|---|---|---|---|
| 0_hyundai_mobil_harga | | | | | | | | |
| 1_hyundai_vision_kia | | | | | | | | |

## Topic Probability Distribution
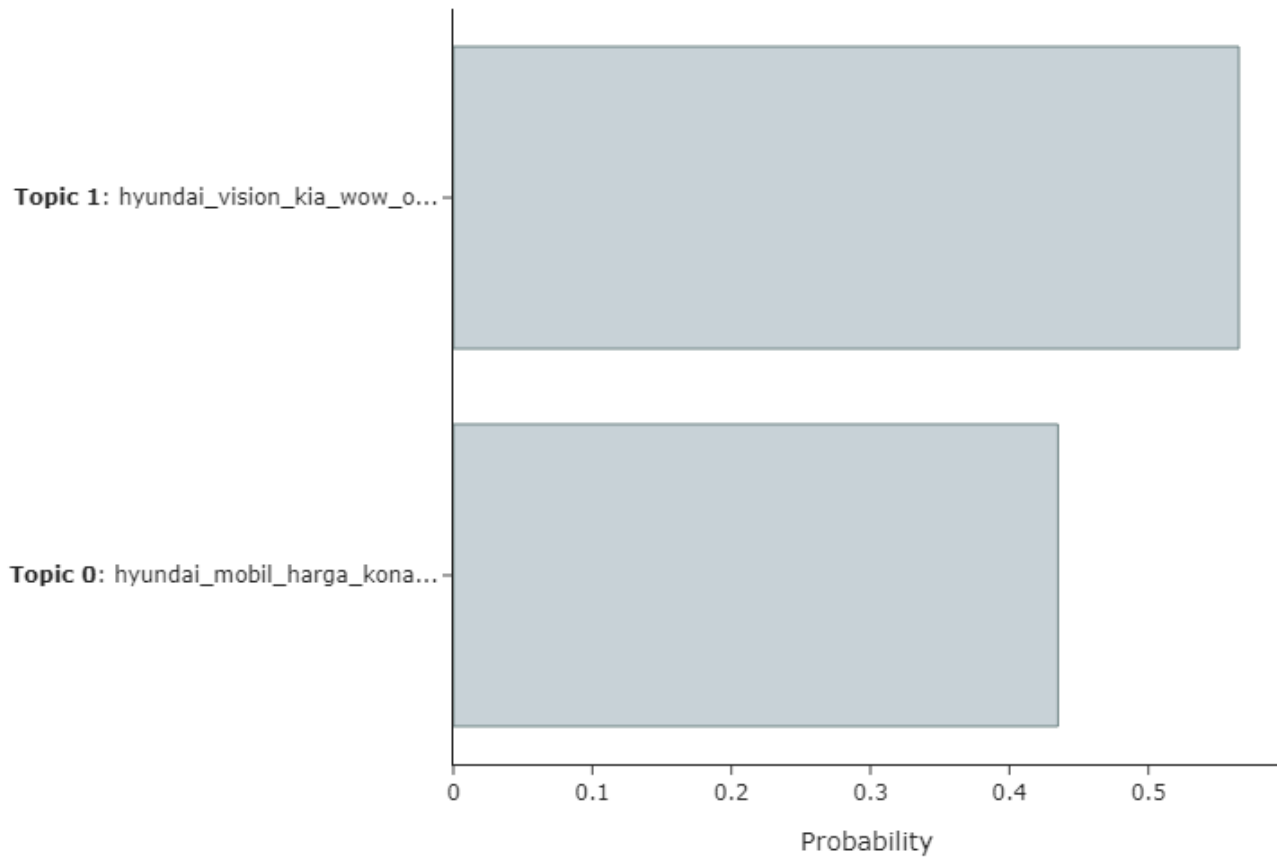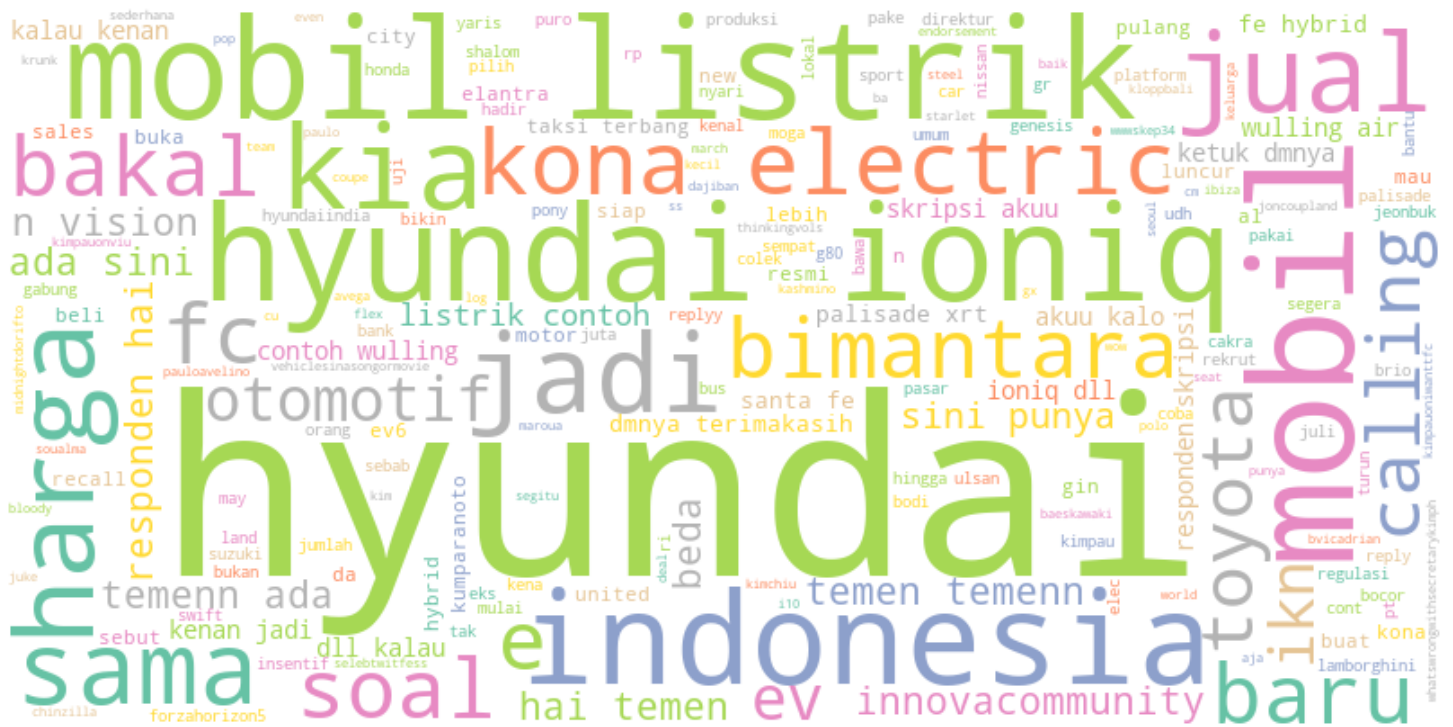
# Positive WordCloud

**Key points:**

- Positive sentiment is associated with the words "Hyundai", "mobil", "harga", "beli", and "suka".

- Consumers have a positive perception of Hyundai cars.

- Consumers are willing to buy Hyundai cars.

- Consumers are happy with the price of Hyundai cars.

- Consumers like Hyundai cars.

**Actionable insights:**

- Hyundai should continue to focus on producing high-quality cars that are affordable and meet the needs of consumers.

- Hyundai should continue to market its cars to consumers who are looking for a reliable and affordable car.

- Hyundai should continue to offer competitive prices on its cars.

- Hyundai should continue to improve the quality of its cars and offer new features that consumers want.

- Hyundai should continue to focus on customer satisfaction and ensure that customers are happy with their cars.

# Neutral WordCloud

mobil listrik jual bakal kia kona electric hyundai ioniq hyundai bimantara indonesia harga sama soal baru otomotif jadi toyota iknmobil calling temen temenn sini punya innovacommunity ev

kalau kenan city yaris puro produksi pake direktur pulang fe hybrid sales buka taksi terbang kenal moga wulling air n vision ada sini fc listrik contoh motor jadi dll kalau hai temen

**Key points:**

- There is a neutral sentiment towards the brand.

- Consumers are talking about the brand's products and services.

- Consumers are also talking about the brand's competitors.

- Consumers are interested in learning more about the brand.

**Actionable insights:**

- The brand should continue to focus on its products and services.

- The brand should also focus on its competitors.

- The brand should create content that is educational and informative.

- The brand should also create content that is engaging and interactive.

# Negative WordCloud

**Key points:**

* The most prominent negative words in the word cloud are "tidak", "mau", "ga", and "cuma". These words indicate that consumers are expressing dissatisfaction or frustration.

* Consumers are also expressing negative sentiment towards specific brands, such as "Honda", "Toyota", and "Suzuki". This suggests that these brands may need to improve their customer service or product quality.

* The negative sentiment is likely due to a combination of factors, including the current economic climate and the rising cost of living. Consumers may be feeling frustrated and powerless, and they may be taking to social media to express their dissatisfaction.

**Actionable insights:**

* Businesses should focus on providing excellent customer service and high-quality products. This will help to mitigate the negative sentiment that consumers are expressing.

* Businesses should also be aware of the current economic climate and the rising cost of living. They should be prepared to adjust their prices or product offerings accordingly.

* Businesses should monitor social media and other online platforms for negative sentiment. This will help them to identify and address any issues that consumers are raising.

# Positive Bigram Sentiment
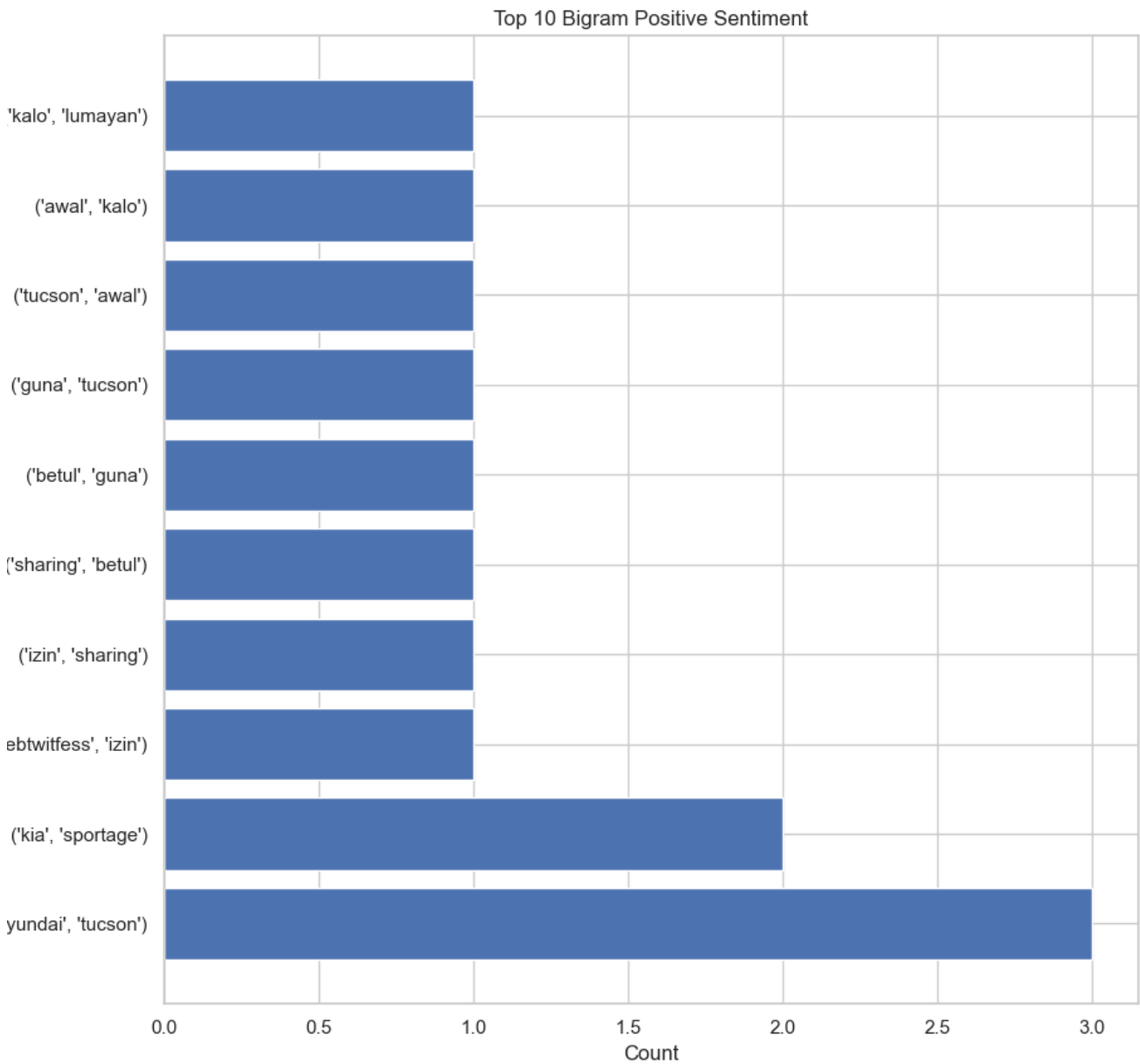


Top 10 Bigram Positive Sentiment

The key points based on the data are:

- Consumers are showing positive sentiment towards products and services that are related to leisure and entertainment.
- Consumers are also showing positive sentiment towards products and services that are related to food and beverage.
- Consumers are showing positive sentiment towards products and services that are related to health and wellness.

The actionable insights are:

- Businesses should focus on creating products and services that are related to leisure and entertainment, food and beverage, and health and wellness.
- Businesses should focus on creating products and services that are high quality and affordable.
- Businesses should focus on creating products and services that are easy to use and understand.

# Neutral Bigram Sentiment



Top 10 Bigram Neutral Sentiment
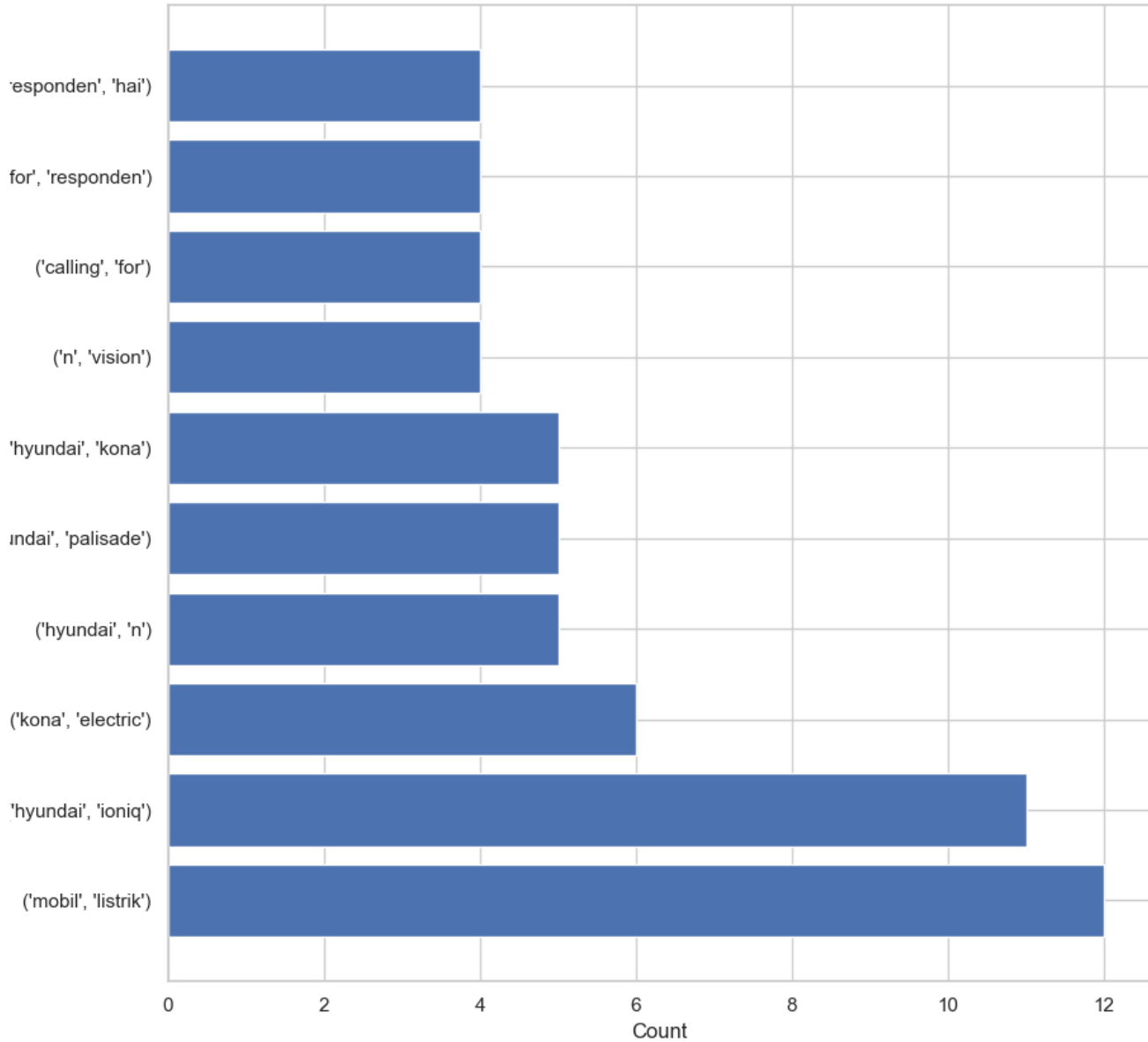
**Key points:**

* The most common bigram with neutral sentiment is "mobil", "listrik" which occurs 12 times.

* The second most common bigram with neutral sentiment is "hyundai", "ioniq" which occurs 11 times.

* The third most common bigram with neutral sentiment is "kona", "electric" which occurs 6 times.

**Actionable insights:**

* The neutral sentiment towards "mobil", "listrik" suggests that consumers are generally indifferent towards electric vehicles. This could be an opportunity for automakers to focus on marketing the benefits of electric vehicles, such as their environmental friendliness and cost-effectiveness.

* The neutral sentiment towards "hyundai", "ioniq" suggests that consumers are generally indifferent towards the Hyundai Ioniq. This could be an opportunity for Hyundai to focus on marketing the unique features of the Ioniq, such as its sleek design and impressive fuel efficiency.

* The neutral sentiment towards "kona", "electric" suggests that consumers are generally indifferent towards the Kona Electric. This could be an opportunity for Hyundai to focus on marketing the Kona Electric's affordability and range.

# Negative Bigram Sentiment

## Top 10 Bigram Negative Sentiment
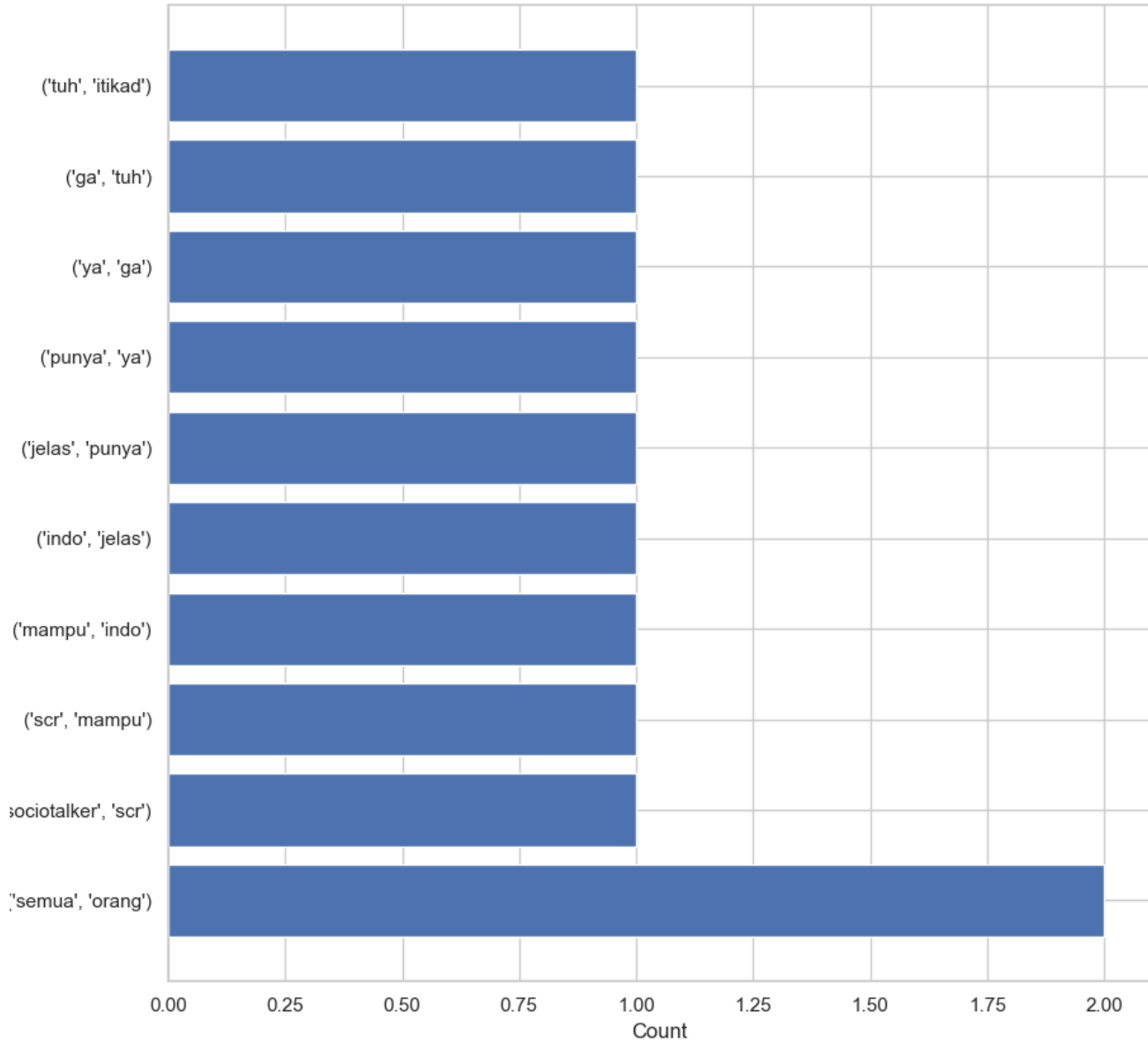
 The key points based on the data are:

* The most negative bigram is "tuh", "ikad".

* The least negative bigram is "semua", "orang".

* The bigrams "tuh", "ikad", "ga", "tuh", "ya", "ga", "punya", "ya", "jelas", "punya", "indo", "jelas", "mampu", "indo", "scr", "mampu", "sociolater", "scr" and "semua", "orang" are all negative.
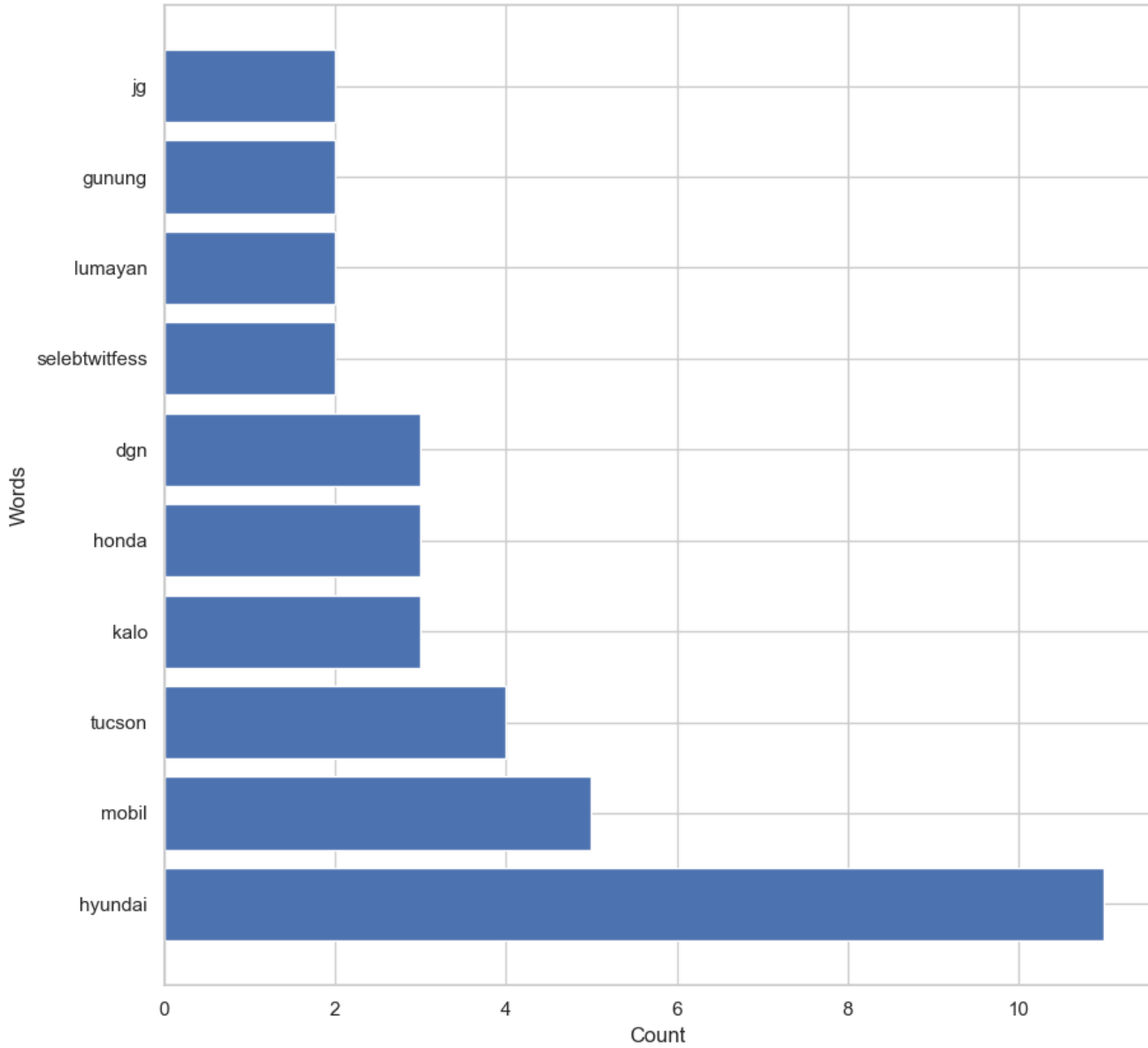
The actionable insights are:

* Avoid using the negative bigrams in your marketing campaigns.

* Use the positive bigrams in your marketing campaigns.

* Monitor the sentiment of your marketing campaigns to ensure that they are not generating negative sentiment.

# Positive Unigram Sentiment



Top 10 Unigram Positive Sentiment

**Key Points:**

* The most frequently occurring unigrams with positive sentiment are "hyundai", "mobil", and "tucson".

* These words are related to the automotive industry, which suggests that consumers are generally positive towards this industry.

* Other words that appear frequently with positive sentiment include "kalo", "honda", and "dg", which are related to products and services.

* The chart highlights the positive sentiment towards specific brands, such as "hyundai" and "honda", indicating that consumers have favorable opinions about these brands.

* The presence of words like "gunung" (mountain) and "lumayan" (decent) suggests that consumers appreciate the natural environment and value for money.

**Actionable Insights:**

* The positive sentiment towards the automotive industry presents an opportunity for businesses in this sector to capitalize on the existing consumer interest.

* Brands like "hyundai" and "honda" can leverage their positive reputation to strengthen their marketing efforts and attract more customers.

* Highlighting the natural environment and value for money can be effective strategies to attract consumers who value these aspects.

* Utilizing unigrams with positive sentiment in marketing campaigns can help businesses connect with their target audience and create a positive brand image.

# Neutral Unigram Sentiment
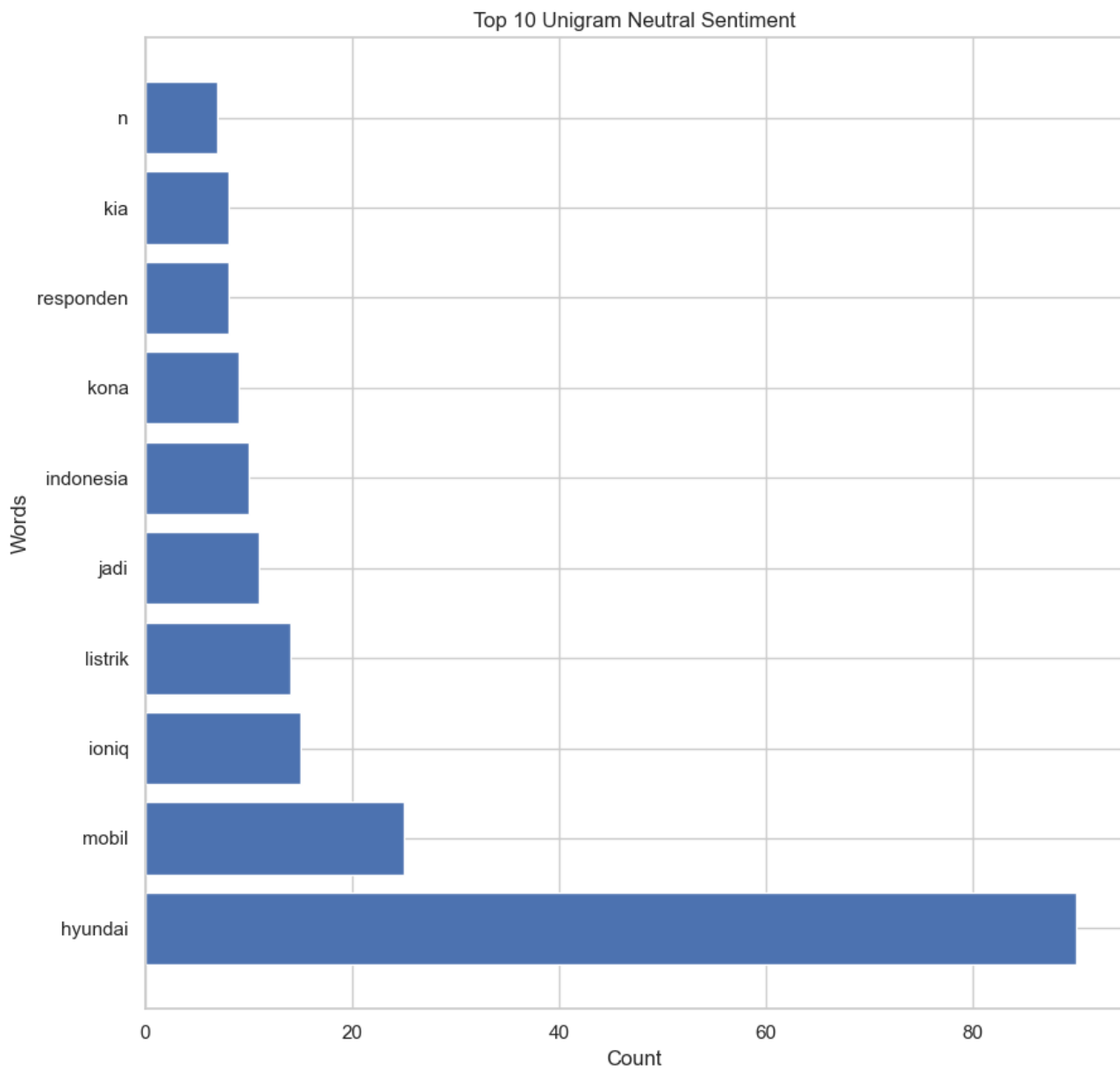


Top 10 Unigram Neutral Sentiment

**Key Points:**

- The neutral sentiment analysis reveals that consumers are generally neutral toward the brand.

- The top 10 unigrams with neutral sentiment include "n," "KIA," "responden," "Kona," "Indonesia," "jadi," "listrik," "Ioniq," "mobil," and "Hyundai."

- Among these, "Hyundai" has the highest count, indicating that consumers are most neutral about the brand itself.

- Other words such as "mobil" (car) and "Indonesia" also have a relatively high count, suggesting that consumers are neutral about the brand's cars and its presence in Indonesia.

**Actionable Insights:**

- Given the neutral sentiment, the brand should focus on strategies to increase positive sentiment and differentiate itself from competitors.

- Emphasizing the brand's unique selling points and addressing common concerns raised by consumers can help improve brand perception.

- Personalizing marketing messages and engaging with customers on a deeper level can help build stronger connections and foster positive sentiment.

- Continuously monitoring consumer feedback and analyzing sentiment trends will enable the brand to stay agile and adapt its strategies accordingly.

# Negative Unigram Sentiment
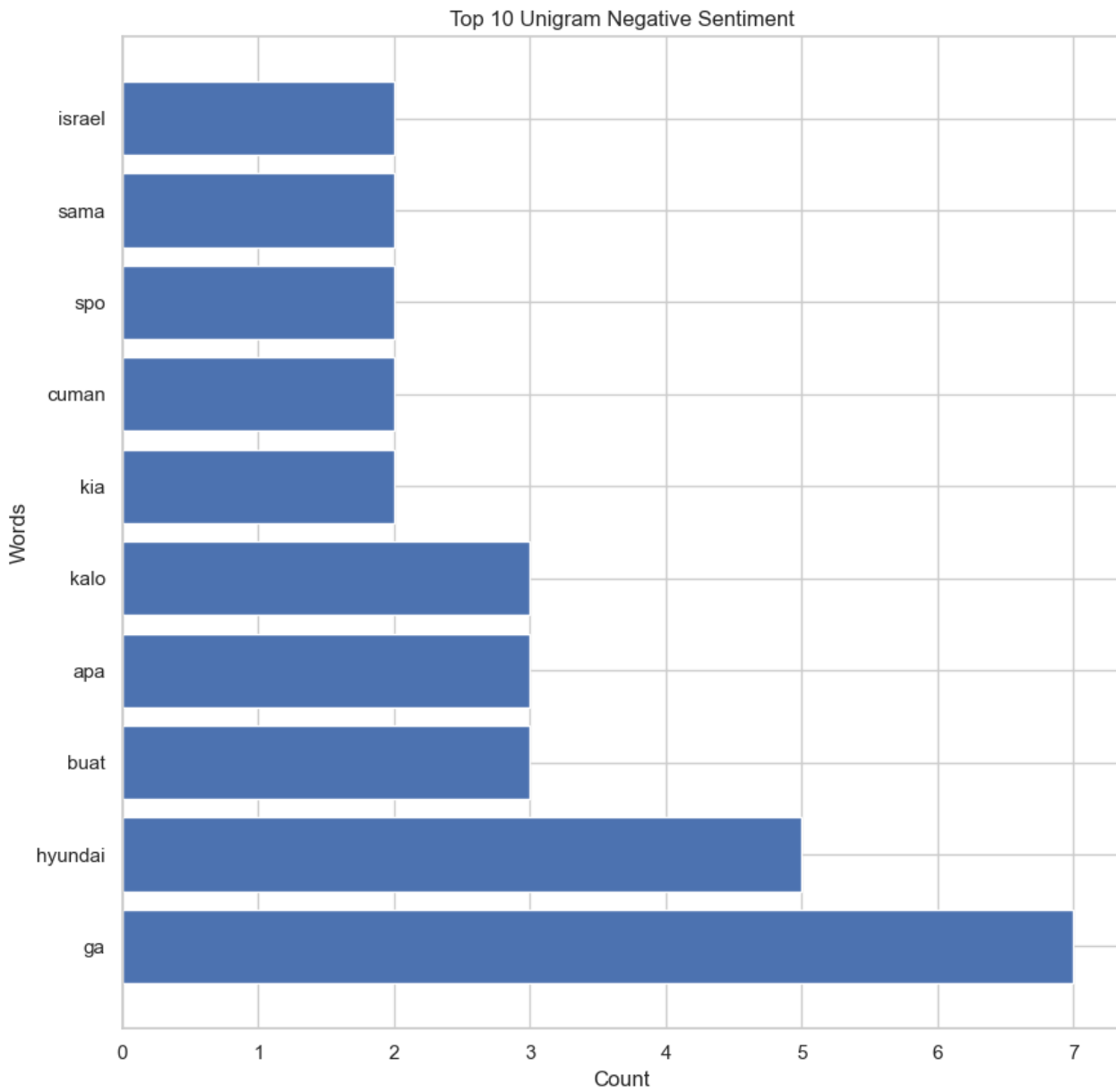


Top 10 Unigram Negative Sentiment

The key points based on the data are:

- The most negative sentiment is associated with the word "Hyundai".

- Other words with negative sentiment include "Israel", "sama", "spo", "cuma", "kia", "kalo", "apa", "buat", and "ga".

- These words could be used to identify and address customer pain points or areas of dissatisfaction.

The actionable insights are:

- Monitor social media and other online platforms for mentions of these words to identify potential customer issues.

- Conduct surveys or polls to gather more information about customer pain points.

- Use the information gathered to develop targeted marketing campaigns that address customer concerns.

- Track the results of your marketing campaigns to measure their effectiveness.