

ABSTRACT

Indonesian startup business ecosystem has been booming in the recent years, with investment level that's gradually increasing especially for startup utilising digital economic model, this study has the purpose of finding potential startup business opportunities using textual analytics by identifying User Generated Content (UGC) in Instagram social media, to find these result there will be 3 steps plan using data mining model, first are text mining where Instagram's data will be collected, second using Latent Dirichlet Allocation Model (LDA) to identify the main topic being discussed by consumer, lastly Textual Analytics (TA) to analyse underlying consumer's conversation.

The result of this research shows from 78.911 cleaned Instagram UGC, 53 startups from 13 different sectors were collected, the result were mixed where 1 sector UGC provide no meaningful topic, while 5 provides confirmatory topics & 7 provides meaningful topics. 5 of the confirmatory topics consist of user's approval towards certain action taken by the startups, while the 7 meaningful topics uncovers users' pains and demands, some problem even reaches multisectoral scale. Which provides ample room for opportunistic business to take action to solve the underlying problems. But in order to truly find the new underlying business opportunities, it is required to perform more in depth situational research to supplement the UGC findings