

ABSTRACT

The potential for developing smartphone market in Indonesia continues to increase. This phenomenon is in line with the rising number of smartphone users every year, and making global and local smartphone companies compete to present a variety of smartphone line-ups that can accommodate the needs of Indonesian people, including the entry-level, mid-range, high-end, and flagship segments. The flagship line-up represents smartphone products with the best technological innovations a smartphone company can provide to its customers.

This research wants to identify factors that considered by consumers in choosing a flagship smartphone based on user comments on YouTube, measure the proportion of positive and negative consumer sentiments in choosing flagship smartphones, and identify factors that contribute to positive and negative sentiments from flagship smartphones.

The subject in this study is YouTube platform, with the research object Samsung Galaxy S22 Ultra, iPhone 13 Pro, and Xiaomi 12 Pro. This study collects user comments data through YouTube using topic modeling method with the LDA algorithm and sentiment analysis to analyze user comments on Samsung Galaxy S22 Ultra, iPhone 13 Pro, and Xiaomi 12 Pro.

The study's results reveal that the factors consumers consider in choosing a flagship smartphone are software, chipset, camera, battery, and performance. In addition, the study results show that the proportion of comments with positive sentiment is 48%, while negative sentiment is 52%. The study's results also show that the contributing factors associated with positive sentiments from flagship smartphones are performance, software, cameras, durability, and screens. In contrast, the contributing factors related to negative sentiments from flagship smartphones are software, price, camera, screen, and performance.

The results of the research are expected to provide insight for the company regarding the product development of the next flagship smartphone so that it follows consumer preferences; smartphone companies can launch wearable product bundling schemes, accessories, premium applications, and warranty service upgrades. In addition, smartphone companies can also allow users to do a reverse when updating software as a contingency plan.

Keywords: *Consumer Preferences, Sentiment Analysis, Smartphone Attributes, Topic Modeling, User Generated Content (UGC), YouTube*

DAFTAR ISI

HALAMAN JUDUL	ii
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