

ABSTRACT

The development of information technology in this digital era has had a huge impact on the world. The development of information technology has made an impact on the buying and selling system, which has developed a system of buying and selling business models called e-commerce. Shopee is one of the successful companies that uses this e-commerce business model.

In doing business in the digital era, understanding consumers is one of the things that needs attention. Understanding customers is a way for companies to continue to see feedback given by consumers to products and services provided to companies. Social media is a platform used by consumers in telling stories and writing related to a product or service.

The method used in sentimentanalysis is using the Naïve Bayes Model, as well as making Topic Modeling using LDA-Based Topic Modeling. The sentiment that was formed in Shopee's Instagram commentary content on Flashsale 11:11 was negatif.

Suggestions for Shopee, can improve their strategy in conducting events such as inviting artists like they did before and improving services so that consumers can connect with products in shopee or fellow shopee users, this is related to tribal marketing.

Shopee must be more responsif to the conditions that occur in the field, on the obstacles that occur in applications that interfere with customer satisfaction.

Keywords : Sentiment Analysis, Topic Modeling, Naive Bayes, Tribal Marketing