

## TABLE OF CONTENTS

<b>APPROVAL PAGE</b> .....	ii
<b>DECLARATION</b> .....	iii
<b>FOREWORD</b> .....	iv
<b>ABSTRACT</b> .....	v
<b>TABLE OF CONTENTS</b> .....	vi
<b>LIST OF FIGURES</b> .....	viii
<b>CHAPTER 1 INTRODUCTION</b> .....	1
1.1    Research Object .....	1
1.1.1    PlayerUnknown's Battlegrounds .....	1
1.1.2    Online reviews .....	2
1.2    Research Background .....	2
1.3    Problem Statement .....	4
1.4    Research Question .....	5
1.5    Research Objectives .....	5
1.6    Research Benefit .....	6
1.6.1    Theoretical Aspect.....	6
1.6.2    Practical Aspect.....	7
1.7    Research Scope .....	7
1.8    Writing Structure .....	7
<b>CHAPTER 2 THEORETICAL BACKGROUND</b> .....	9
2.1    Theories.....	9
2.1.1    Operation Management.....	9
2.1.2    Product Development.....	10
2.1.3    Customer Experience .....	13
2.1.4    Line extension .....	13
2.1.5    Big Data .....	14
2.1.6    User Generated Content .....	15
2.1.7    Data Mining .....	15
2.1.8    Topic Modelling.....	17
2.1.9    Sentiment Analysis .....	17
2.2    Literature Review.....	19
2.3    Theoretical Framework.....	22
<b>CHAPTER III RESEARCH METHODOLOGY</b> .....	23

3.1	Research Characteristic.....	23
3.2	Research Approach .....	24
3.3	Population and Sample.....	24
3.4	Research Process.....	25
3.5	Data Collection .....	27
3.6	Data Analysis .....	27
3.6.1	Text mining.....	27
3.6.2	Preprocessing Text.....	28
3.6.3	Sentiment Analysis .....	29
3.6.4	Naive Bayes Classifier .....	31
3.6.5	Topic Modelling.....	32
3.6.6	Model Evaluation.....	32
<b>CHAPTER 4 RESULT AND DICUSSION .....</b>		<b>34</b>
4.1	Data Characteristic.....	35
4.2	Topic Pre and Post-launching .....	35
4.2.1.	Season 10 Pre-Launching.....	36
4.2.2.	Season 10 Post-launching .....	38
4.2.3.	Season 11 Pre-Launching.....	41
4.2.4.	Season 11 Post-launching .....	43
4.3.	Pre-Launching and Post-launching Sentiment Analysis .....	46
4.3.1.	Season 10 Pre-Launching.....	47
4.3.2.	Season 10 Post-launching .....	52
4.3.3.	Season 11 Pre-Launching.....	56
4.3.4.	Season 11 Post-launching .....	61
4.4.	Topic Changes Analysis on Pre and Post-launching Period .....	65
4.5.	Discussion.....	72
<b>CHAPTER 5 CONCLUSION AND SUGGESTION .....</b>		<b>75</b>
5.1	Conclusion .....	75
5.2	Suggestion.....	76
5.2.1	Suggestion for the Company .....	76
5.3.1	Suggestion for future research .....	76
<b>REFERENCE.....</b>		<b>78</b>
<b>ATTACHMENT .....</b>		<b>82</b>
	Preprocessing using Rstudio:.....	82
	Topic Modelling.....	83
	Sentiment Analysis on Rapidminer.....	84