ABSTRACT

The high development of internet usage in Indonesia has an impact on the transaction activities of Indonesian society. The COVID19 virus has caused significant changes to buying and selling transactions. People prefer to do online buying and selling activities, which has led to an increase in e-commerce usage. The best e-commerce brands in Indonesia currently are Tokopedia and Shopee.

Twitter social media is one of the platforms that are widely used by internet users as a place to interact and share information. In the context of business, this platform is used as a means to increase brand awareness and get feedback from consumers. One important type of feedback is customer feedback related to consumer perceptions of a brand's products and services. Therefore, it is important to identify and analyze customer feedback on social media so that companies can understand the needs and desires of consumers.

This study aims to analyze consumer perceptions of Tokopedia and Shopee e-commerce and find topics of conversation using text network analysis method. This study uses text network analysis because this method can help identify and analyze patterns and topics of conversation that arise in Twitter social media conversations. By using text network analysis, researchers can map interactions between consumers and e-commerce brands, as well as identify words and topics that are most frequently mentioned in those conversations. The study was conducted by crawling data from user reviews on Twitter social media for both e-commerce platforms during a certain period.

The results of the study show that the brand image of Tokopedia and Shopee has differences in terms of the words that are most frequently mentioned in user reviews. Tokopedia is more often associated with words like "Transaction" and "Difficult", while Shopee is more often associated with words like "Order" and "Waiting". There are also words that appear on both e-commerce platforms, such as "Obstacles" and "Products", which indicate that users perceive both e-commerce brands as having problems with the products being transacted.

This study shows that text network analysis can be used to analyze consumer perceptions on e-commerce platforms. The results of the study can help e-commerce brand owners to evaluate and understand user preferences and needs, so they can improve the quality of their services and brand image.

Keywords: *Customer Feedback, Data Crawling, E-Commerce, social media, Consumer Perception, Text Network Analysis.*