

ABSTRACT

The high market potential for the car vehicle industry in Indonesia has made the level of competition between car vehicle production companies even tighter. Brands of car vehicle manufacturers from Japan, Toyota, Daihatsu, Mitsubishi, and Suzuki, are trying to maintain their market share by diversifying related products and adjusting them for car vehicle products that will be launched to the preferences of Indonesian consumers.

This study aims to explain the characteristics of an ideal 1500CC MPV type car according to Indonesian netizens. Another objective of this study is to describe the characteristics of the ideal 1500CC MPV type car according to the manufacturer's brands. Another aim of this research and the final goal is to explain the ideal comparison of the characteristics of the 1500CC MPV type car between Indonesian Netizens and the manufacturer's brand.

The subjects of this study are three automotive review channels on the YouTube social media platform, namely the Motomobi, AutonetMagz and Oto Driver channels. Another subject of this research is the official website of each manufacturer's brand regarding the research object product. The objects of this study were four MPV 1500CC car vehicles, including the Toyota Veloz, Mitsubishi Xpander, Daihatsu Xenia, and Suzuki Ertiga. The data collecting process is carried out using the data scraping method for User Generated Content (UGC), which includes user comments and text marketing content using third-party services Coberry and Parsehub. Those UGC data were then processed using the text analytic method, namely topic modeling with the Latent Dirichlet Allocation (LDA) algorithm using Google Colab coding environment tools.

According to the manufacturer's brand version, the study results show that the features, comfort, design, and engine factors are the priority characteristics of the ideal 1500CC MPV car. In contrast, according to Indonesian netizens, the design, feature, reliability, price, comfort, and engine factors are the priority characteristics of the ideal 1500CC MPV car. There is a gap from both points of view, where the manufacturer's brand, through text marketing, focuses on highlighting all exclusive car features owned by the brand. In contrast, Indonesian netizens concentrate on sorting out the features of a car by relying on user experience, knowledge, and competitor references.

Car manufacturers in Indonesia can utilize the results of this research nationally through ATPM and regional distributors in product development and marketing activities of car products. Those improvements include providing car products that are marketed in different regions, custom configurations, and transitioning content marketing from hard-selling to soft selling.

Keywords: Consumer Preference, Multi-Purpose Vehicle, Topic Modeling, User Generated Content.