

ANALISIS SENTIMEN KOMENTAR TERHADAP IKLAN PRODUK FAST MOVING CONSUMER GOODS (FMCG) BRAND AQUA DI MEDIA SOSIAL

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ABSTRAK

Penelitian ini bertujuan untuk menganalisis sentimen masyarakat terhadap iklan *brand* Aqua yang mengangkat tema keindonesiaan di media sosial, khususnya pada platform YouTube dan Instagram. Beberapa iklan tersebut dirilis di tengah isu boikot terhadap *brand* internasional yang diduga terafiliasi dengan Israel, termasuk Aqua sebagai bagian dari grup Danone. Penelitian ini ingin mengetahui sebaran sentimen bagaimana persepsi publik terhadap strategi komunikasi *brand* Aqua dalam membangun citra positif melalui nilai-nilai lokal. Metode yang digunakan dalam penelitian ini adalah pendekatan kualitatif deskriptif dengan paradigma post-positivisme. Data utama yang digunakan dalam penelitian ini berupa komentar dari empat iklan video Aqua yang diunggah di media sosial dikumpulkan melalui teknik *scraping*. Selanjutnya, data dianalisis menggunakan dua model analisis sentimen, yaitu VADER Lexicon dan algoritma *Naive Bayes* untuk mengklasifikasikan komentar ke dalam tiga kategori sentimen positif, netral, dan negatif. Hasil penelitian menunjukkan bahwa sebagian besar komentar audiens pada keempat iklan Aqua tergolong dalam kategori positif. Hal ini menandakan bahwa pendekatan iklan bertema keindonesiaan cukup berhasil membangun citra positif dan kedekatan emosional dengan audiens. Meskipun demikian, tetap terdapat komentar bernada negatif yang menyoroti dugaan afiliasi *brand* dengan isu politik global.

Kata Kunci: Analisis Sentimen, Iklan, Media Sosial, FMCG, Aqua

**SENTIMENT ANALYSIS OF COMMENTS ON FAST MOVING
CONSUMER GOODS (FMCG) BRAND AQUA PRODUCT
ADVERTISEMENTS ON SOCIAL MEDIA**

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ABSTRACT

This study aims to analyze public sentiment towards Aqua brand advertisements that raise the theme of Indonesianness on social media, especially on the YouTube and Instagram platforms. Some of these advertisements were released amid the boycott issue against international brands allegedly affiliated with Israel, including Aqua as part of the Danone group. This research wants to find out the distribution of sentiments on how the public perceives Aqua's brand communication strategy in building a positive image through local values. The method used in this research is a descriptive qualitative approach with a post-positivism paradigm. The main data used in this research in the form of comments from four Aqua video advertisements uploaded on social media were collected through scraping techniques. Furthermore, the data was analyzed using two sentiment analysis models, namely VADER Lexicon and Naive Bayes algorithm to classify comments into three categories of positive, neutral, and negative sentiment. The results showed that most of the audience comments on the four Aqua ads were classified in the positive category. This indicates that the Indonesian-themed advertising approach is quite successful in building a positive image and emotional closeness with the audience. However, there were still negative comments highlighting the brand's alleged affiliation with global political issues.

Keywords: Sentiment Analysis, Advertising, Social Media, FMCG, Aqua