

INTISARI

Penelitian ini bertujuan untuk mengidentifikasi kecenderungan sentimen komentar publik tentang *Slim Toast* di TikTok, mengidentifikasi *Kansei Word* yang relevan untuk mengukur persepsi Generasi Z, dan menganalisis struktur persepsi emosional Generasi Z terhadap produk tersebut. Metode penelitian dilakukan dalam dua tahap: tahap eksplorasi menggunakan analisis sentimen VADER terhadap 1.201 komentar TikTok untuk mengidentifikasi kata-kata emosional dan tahap pengukuran melalui kuesioner Semantic Differential yang disebarakan kepada 103 responden Generasi Z (usia 18-28 tahun). *Kansei Word* yang terpilih divalidasi melalui *expert judgement* menggunakan metode *Aiken's V* dan diuji validitas serta reliabilitasnya (*Cronbach's Alpha* = 0,967). Hasil analisis sentimen menunjukkan dominasi sentimen positif (71%), netral (24%), dan negatif (5%). Dari proses validasi diperoleh 24 pasangan *Kansei Word* yang valid dan reliabel. Analisis faktor menghasilkan 8 *Kansei Word* final dengan nilai *loading factor* tertinggi yang mengelompok menjadi tiga faktor utama: (1) daya tarik produk dan kesesuaian dengan kebutuhan diet, (2) citra gaya hidup sehat dan nilai produk, serta (3) tekstur dan porsi produk. Temuan ini menunjukkan bahwa persepsi Generasi Z terhadap *Slim Toast* tidak hanya berorientasi pada aspek nutrisi, tetapi juga melibatkan dimensi emosional, visual, dan identitas gaya hidup.

Kata kunci: Analisis Sentimen, Generasi Z, *Kansei Engineering*, *Semantic Differential*, *Slim Toast*, TikTok, VADER

ABSTRACT

This study aims to identify sentiment trends in public comments about Slim Toast on TikTok, identify relevant Kansei Words to measure Generation Z's perception, and analyze the emotional perception structure of Generation Z toward the product. The research was conducted in two stages: an exploratory stage using VADER sentiment analysis on 1,201 TikTok comments to identify emotional words, and a measurement stage through a Semantic Differential questionnaire distributed to 103 Generation Z respondents (aged 18-28 years). The identified Kansei Words were validated through expert judgement using Aiken's V method and tested for validity and reliability (Cronbach's Alpha = 0,967). Sentiment analysis results showed a dominance of positive sentiment (71%), neutral (24%), and negative (5%). The validation process yielded 24 valid and reliable Kansei Word pairs. Factor analysis produced 8 final Kansei Words with the highest loading factor values, grouped into three main factors: (1) product attractiveness and suitability for dietary needs, (2) healthy lifestyle image and product value, and (3) product texture and portion. These findings indicate that Generation Z's perception of Slim Toast is not only oriented toward nutritional aspects but also involves emotional, visual, and lifestyle identity dimensions.

Keywords: Sentiment Analysis, Generation Z, Kansei Engineering, Semantic Differential, Slim Toast, TikTok, VADER