

## **Shaping Global Perceptions: A Sentiment Analysis Of Indonesian Made Boots**

### **Membentuk Persepsi Global: Analisis Sentimen Terhadap Sepatu Buatan Indonesia**

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#### **ABSTRACT**

*This study aims to explore customers' perception toward an Indonesian handmade shoes and brand image created after seeing the review made by a foreign customer who happens to be a Youtuber. This study is Adopting a qualitative sentiment analysis method by analyzing comments from YouTube reviews that have been cleaned up using Atlas.ti. The study interprets user-generated comments to understand consumer perception and brand image after categorizing sentiments into positive, negative, neutral and supplements them with descriptive coding for deeper insights. Findings show that consumers predominantly express positive sentiments, highlighting craftsmanship and brand uniqueness, while negative comments focus on limited size availability, long waiting time and ordering difficulty. This study provides insights into how other local brands can enhance their market presence through effective storytelling, leveraging cultural identity, and partnering with influencers particularly within the context of local products entering global markets. It highlights the importance of brand awareness, emphasizing the role of review credibility and the differential impact of positive vs. negative feedback that may influence purchase intentions.*

**Keywords:** Sentiment analysis, Perception, Brand Image, Social Media Review

#### **ABSTRAK**

Penelitian ini bertujuan untuk mengeksplorasi persepsi pelanggan terhadap sepatu buatan Indonesia dan citra merek yang tercipta setelah melihat ulasan yang dibuat oleh pelanggan asing yang juga merupakan seorang Youtuber. Penelitian ini mengadopsi metode analisis sentimen kualitatif dengan menganalisis komentar dari ulasan YouTube yang telah disortir menggunakan Atlas.ti. Studi ini menginterpretasikan komentar yang dibuat oleh konsumen untuk memahami persepsi konsumen dan citra merek kemudian mengkategorikan sentimen menjadi positif, negatif, netral, dan melengkapinya dengan pengelompokan deskriptif untuk mendapatkan wawasan yang lebih dalam. Temuan menunjukkan bahwa konsumen secara dominan mengekspresikan sentimen positif, menyoroti keahlian dan keunikan merek, sementara komentar negatif berfokus pada ketersediaan ukuran yang terbatas, waktu tunggu yang lama, dan kesulitan pemesanan. Studi ini memberikan wawasan tentang bagaimana merek lokal lainnya dapat meningkatkan kehadiran mereka di kancah persaingan global melalui narasi yang efektif, memanfaatkan identitas budaya, dan bermitra dengan para influencer terutama dalam konteks produk lokal yang memasuki pasar global. Penelitian ini menyoroti pentingnya kesadaran merek, menekankan peran kredibilitas ulasan dan dampak yang berbeda dari umpan balik positif vs negatif yang dapat mempengaruhi niat pembelian.

**Kata kunci:** Analisis Sentimen, Persepsi, Citra Merek, Ulasan Media Sosial

#### **1. Introduction**

The digital age has transformed the way consumers gather information and make purchasing decisions, with online reviews being a significant deciding factor in the process (Iskandar & Patmarina, 2024). This phenomenon is evident in the footwear fashion industry, where consumers are increasingly relying on user-generated content to evaluate products before making a purchase (Setiawan & Tjen, 2020). Social media platforms, particularly YouTube, have emerged as influential virtual spaces where consumers share detailed experiences of products, offering authentic perspectives that are not available through

traditional marketing channels (Rybaczewska et al., 2020). Although studies on consumer behavior in the context of e-commerce are growing rapidly, research on consumer sentiment towards domestically made footwear products, particularly in premium segments such as handmade boots, is still limited (Nursilowati & Mayangsari, 2020). This research gap has become even more significant given the challenges faced by local footwear manufacturers in the increasingly fierce global competition (Syah et al., 2022). Sagara Boots, an Indonesian premium footwear brand, has gained attention in international forums, especially through a YouTube review channel, creating a unique opportunity to analyze brand perception and image in the context of local products entering the global market.

Research shows that consumer responses to brands are influenced by a variety of factors, including product quality, perceived value, and brand trust (Chhikara, 2023). In an online environment, consumer trust in a brand is largely formed through the credibility of reviews and the experience of other users (Setianti et al., 2024). This phenomenon is further affirmed by (Wang et al., 2023) who found that consumer perception, trust, and attitudes play a significant role in influencing consumer purchase intention. Recent research on the influence of online reviews on purchase decisions emphasizes the importance of review quality in mitigating risk perceptions and increasing consumer purchase intent (Pham et al., 2024). Additionally, content created by influencers on platforms like YouTube has been shown to have a significant impact on brand awareness and consumer purchasing behavior (Leinonen & Nikkanen, 2023). Influencer credibility, which includes competence, trust, and appeal, has been identified as a critical factor in influencing consumer purchasing decisions, especially in the fashion industry (Utami & Elizabeth, 2023). Where as in the context of sustainability, research shows that consumers are increasingly aware of the environmental impact of their fashion choices, with factors such as high quality, comfort, and aesthetic value acting as drivers of sustainable consumption behaviors (Schiaroli et al., 2024). For premium footwear products such as Sagara Boots, sustainability and handicraft aspects are important differentiators that can influence consumer perception and purchase intention.

A variety of stimuli in the retail space, including visual and emotional stimuli, have been shown to influence consumer emotions and decision-making in the context of fashion footwear (Juárez-Varón et al., 2023). In an online environment, stimuli such as the quality of product reviews and ratings play a similar role in shaping consumer perception and purchase intent (Xiong et al., 2024). This study aims to explore consumer sentiment towards Indonesian handmade shoes, especially Sagara Boots, by focusing on user-generated content on the YouTube platform. By adopting a qualitative sentiment analysis method using Atlas.ti software, this study seeks to interpret user-generated content to understand consumer perception and brand image formed after viewing reviews. The results of the research are expected to provide insights into how local brands can increase their market presence through effective storytelling, leveraging cultural identities, and partnering with influencers, especially in the context of local products entering the global market. Furthermore, this study aims to identify the role of brand awareness, the influence of review credibility, and the differential impact of positive and negative feedback on consumer purchase intent.

## **2. Literature Review**

### **Sentiment Analysis in the Context of Digital Marketing**

Sentiment analysis is a computational study that examines people's opinions, attitudes, and emotions towards entities such as products or brands for a more in-depth interpretation of user attitudes (Lin et al., 2023). This is relevant in the context of digital marketing, where understanding consumer sentiment is crucial for the success of marketing strategies. According to Setiawan & Tjen (2020), sentiment analysis can categorize opinions into positive, negative, and neutral, allowing researchers to extract valuable insights regarding consumer perceptions

and factors influencing purchasing decisions. Social media platforms, particularly YouTube, offer special value for opinion mining due to rich user interaction and more spontaneous and less curated feedback (Winarto & Wisesa, 2026). Huang et al., (2022) developed a model that describes how information as an input affect viewers or prospective buyers' interactions, trust, and information usability that correlate with consumer responses to attachment, adoption, and purchase intent. Combination of sentiment polarity with thematic coding allows for a better understanding of the reasons behind consumer attitudes. This approach is critical for SMEs from emerging markets that aim to compete globally by leveraging authenticity, craftsmanship, and cultural narratives. However there are also some limitation in this method, because in a study conducted by Faccia et al., (2024), the findings show a promising trend but sentiment analysis alone cannot definitively detect fraud in financial statements, but it does provide insight into the tone and mood of the text that can enrich traditional financial analysis methods.

### **The Role of Online Reviews and Influencers in Shaping Consumer Perception**

The impact of online reviews on consumer purchasing decisions has been the focus of much recent research. (Chen et al., 2022) Investigate the impact of online product reviews on consumer purchasing decisions using eye tracking. The results show that consumers' attention to negative comments is significantly greater than to positive comments, especially for female consumers. They identified a significant correlation between consumers' visual browsing behavior and their purchase intent, as well as finding that consumers were unable to identify fake comments. Source Credibility Model (Dudziak et al., 2023) explains YouTuber's influence through three dimensions: expertise, trust, and appeal. Studies show that unsponsored reviews are considered 63% more authentic than paid promotions, while demonstrations of technical expertise can increase purchase intent by up to 41%. Tutorial content, such as shoe care (e.g., polishing, waterproofing), has the highest retention rate (72% watched fully), suggesting that practical value drives conversions (Rybackzewska et al., 2020). Abd El Baki (2022) studied the impact of YouTube influencers on consumer purchase intention with the role of brand awareness as a mediator. The results show that there is a positive correlation between the credibility dimension of YouTube influencers and the purchase intention of student consumers. The findings suggest that there is a positive correlation between brand awareness and the purchase intention of university students. The study recommends that influencers play a crucial role in shaping consumer purchase intention and advises marketing managers to choose compelling influencers to represent their brand. (Mandiri et al., 2022) Found that influencers can have a positive impact on word of mouth, brand awareness, brand image, and consumer purchasing decisions. These results show that the role of influencers in this digital era has an important role and must be implemented correctly with the use of influencers in order to have a positive impact on brands. (Utami & Elizabeth, 2023) highlighting that reliability and competence are important aspects of influencer credibility that positively influence consumer purchasing decisions. And on the other study on different platform such as TikTok, Stefani et al., (2023) tested the influence of live streaming online customer reviews on consumer purchase decisions. The results of the study show that all hypotheses are accepted, namely that online customer reviews and live streaming have a positive and significant effect on customer trust and purchase decisions. Additionally, customer trust can act as a mediator that has a positive and significant influence on online customer reviews and live streaming on purchase decisions.

### **Sentiment Polarity and Its Impact on Purchasing Decisions**

The Probability Elaboration Model (ELM) introduced by Petty and Cacioppo in 1984 tell how reviews affect buyers: Central Route (detailed negative reviews of the durability of the sole can reduce intent by up to 48% among pragmatic buyers) and Peripheral Route (positive emotive phrases like "These shoes feel like home!" can increase impulse purchases by 26%). Dudutari et

al., (2022) found that negative online reviews had an inverse and significant relationship with consumer purchase intent. In particular, negative online reviews related to products/brands, negative online reviews related to dealers, and negative online reviews related to platforms significantly hinder consumer purchase intent. Tan et al., (2023) examine whether consumers' exposure to reviews and comments affects their tendency to make purchases on e-commerce sites. Based on the analysis of structural equation modeling from 384 observations, the most influential components in forming goals are knowledge, attitudes, perceived values, familiarity, and reference groups.

Iskandar & Patmarina (2024) investigate how online customer reviews and ratings affect purchasing behavior on the Shopee e-commerce platform, and the findings show that both factors significantly influence purchasing decisions on Shopee, highlighting the importance of managing and improving the quality of customer reviews and ratings to create a positive shopping experience and motivate more purchasing decisions on the e-commerce platform. Pham et al., (2024) investigate the impact of review quality (situational stimulus) on consumers' risk perception and purchase intent in cross-border e-commerce based on the Stimulus-Organism-Response (SOR) model, the study concluded that the experiences created through high-quality online reviews from previous consumers had a significant effect on mitigating consumers' risk perceptions while increasing their purchase intent. The study also differentiated two aspects of risk, including perceived risk and affective risk, and revealed a two-way mechanism of the decision-making journey.

### **Cultural Identity and Ethnocentrism in the Intention to Buy Local Products**

Consumers' perception of local footwear is deeply rooted in cultural identity and economic patriotism. Studies that apply Planned Behavior Theory by Ahn & Lee (2024) found that ethnocentric consumers were 34% more likely to buy local boots, even when the price was higher than the imported one. Maghfiroh & Iriani (2021) are investigating the purchase intention of local brand shoes by the younger generation, taking into account the influence of consumer ethnocentrism, quality perception, price perception, and brand image perception, and this study shows that consumer ethnocentrism, quality perception, and price perception significantly influence the desire to buy. Meanwhile, brand image perception does not have a significant effect on the desire to buy.

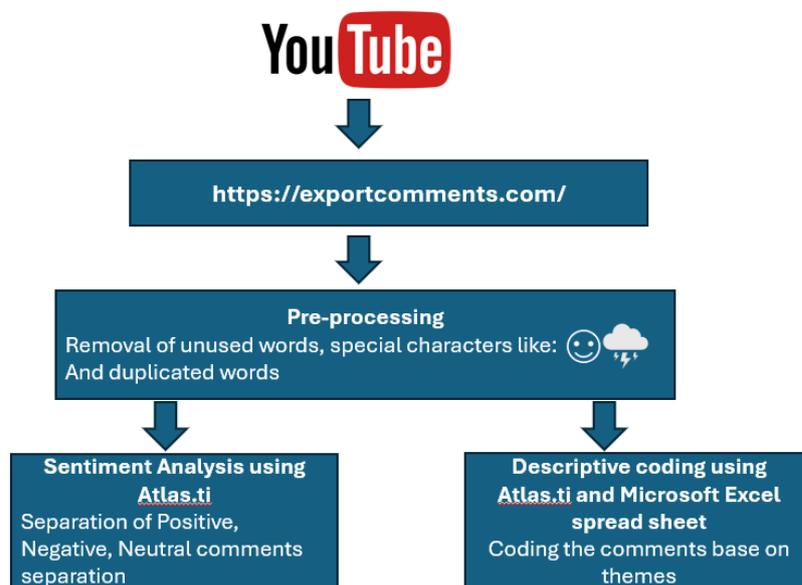
According to a study by Syah et al., (2022) Generation Z towards local and imported fashion products in Indonesia found that Generation Z, both men and women, tend to buy local fashion products, tend to buy the latest local brand clothing models, like to buy quality local clothes, often buy different local brand products but the same quality and are more confident in wearing local brand fashion clothes. Dudziak et al. (2023) analyze consumer behavior in the context of the place of purchase of food products with a special emphasis on local products, the study shows that shopping habits vary by location and age, with local hypermarkets and stores popular among both men and women, while online shopping and grocery options are also common. Understanding how consumers make decisions is a complex task, as it involves a variety of factors such as thoughts, emotions, and actions that lead to product selection and purchase. These factors can vary based on demographic characteristics, such as gender, age, and location.

### **3. Research Methods**

This study uses a qualitative sentiment analysis framework equipped with quantitative frequency assessment to evaluate consumer perception of Indonesian-made shoes specifically, Indonesian boots name Sagara Boots. Sentiment analysis has emerged as a valuable method for understanding consumer attitudes towards products and brands. Through the categorization of sentiment into positive, negative, and neutral, researchers can extract valuable insights into

consumer perceptions and factors influencing purchasing decisions (Tan et al., 2023). Previous research has used this method to analyze the opinions of footwear products in Indonesia, focusing mainly on e-commerce reviews (Setiawan & Tjen, 2020).

This research uses Atlas.ti software for systematic analysis of user-generated content from digital platforms. This hybrid methodology allows for comprehensive examination of sentiment patterns while maintaining contextual nuances that are essential for understanding consumer perception and brand image formation. The data collection phase start with extraction of YouTube comments from high-engagement review videos featuring Sagara Boots. The selection criteria prioritize content from American YouTubers with the largest audience base to ensure adequate representation from the perspective of international consumers. This approach addresses the research objectives of understanding how local Indonesian products are perceived in the global market, specifically focusing on the formation of perceptions after exposure to detailed product reviews. The detail process can be seen in figure 1 below.



**Fig. 1. Sentiment Extraction and Coding Process**

Data preprocessing follows strict protocols to ensure analytical integrity. All collected comments undergo a manual cleanup procedure to remove non-textual elements, irrelevant content, and duplicate posts and was found 75 comments that are ready to be analyzed. This process ensures that only substantive feedback is left for analysis. The refined datasets are then categorized according to sentiment polarity (positive, negative, or neutral) using Atlas.ti supplemented with Microsoft Excel for the descriptive coding.

#### 4. Results and Discussions

##### Distribution of Consumer Sentiment towards Sagara Boots

Sentiment analysis of 75 usable comments shows a polarity distribution that reflects consumer perceptions towards Indonesian handmade shoe products, especially Sagara Boots. Positive sentiment dominates with a significant percentage (55%), indicating substantial appreciation of the brand and its products, while neutral sentiment occupies second place (25%), reflecting interest and curiosity without definitive judgment. Negative sentiment, even in the smallest proportion (20%), still provides valuable insights into potential areas for improvement. This sentiment polarization reflects the complex phenomenon of perception of local products entering the global market, where handicraft aspects, material quality, and brand authenticity are determinants in shaping positive perceptions. In the context of craftsmanship



close attention to craftsmanship, frequently referencing materials and construction details such as “leather,” “stitch,” “welt,” and “sole.” Words like “quality,” “durable,” and “construction” emphasize that buyers value robust build and heritage techniques. The brand’s identity is also central, with “Sagara,” “Indonesia,” and “Indonesian” signaling both national pride and international interest. Occasional references to places like “Bandung” and “Bali” hint at regional connections. Emotionally, feedback is overwhelmingly positive, with terms like “love,” “great,” and “perfect” indicating strong enthusiasm. Words such as “amazing” and “wish” suggest both delight and aspirational desires. YouTube video reviews are a primary discovery channel, shaping opinions and fostering a sense of community, as users often tag each other in discussions.

While price and purchase logistics are less prominent, they remain part of the decision-making process, with mentions of “price,” “cheap,” and “order.” The rarity of complaints about “shipping” and “delivery” implies general satisfaction with logistics. Minor concerns include sizing confusion and occasional issues with wear and tear or break-in discomfort, indicating that more guidance and customer education could further enhance satisfaction. Overall, Sagara boots receive high praise for their waterproof performance, premium materials, and craftsmanship, with their Indonesian origin adding to their appeal. Video reviews drive discovery and trust, while a few concerns about leaks, sizing, and break-in discomfort suggest areas for targeted improvement.

**Table 1. Thematic Distribution of Consumer Sentiment towards Sagara Boots**

Product Attributes	Positive Sentiment (%)	Neutral Sentiment (%)	Negative Sentiment (%)	Key Indicators
Handicrafts	87.5	12.5	0.0	Precision stitching, finishing
Material	82.3	11.8	5.9	Skin quality, ripening
Design	68.2	18.2	13.6	Aesthetics, silhouettes, originality
Fit & Comfort	58.8	17.6	23.6	Instep fit, heel comfort
Customization	55.0	30.0	15.0	Personalization options, complexity
Purchase Process	35.3	23.5	41.2	Availability, ordering time, poor website

Regarding functional and utilitarian aspects, consumers emphasize their expectations for long-term durability and versatility in a variety of conditions. The emphasis on the value-price relationship shows that premium shoe consumers evaluate their investments not only based on the initial cost but also the long-term value and cost amortization over time of use. As mentioned by Nugroho & Ariesta (2021) that for slow fashion category products such as handmade boots, consumers tend to apply a multi-dimensional evaluation framework that balances monetary costs with non-monetary benefits such as identity expression, cultural value, and environmental sustainability. The perception of quality is also influenced by comparative comparisons with more established global brands. Consumer comments consistently compare Sagara Boots with well-known international brands, indicating that consumers evaluate local Indonesian products in the context of global standards. As identified by Julia et al., (2022), consumers in emerging markets often judge local brands based on benchmarks set by global brands, creating additional expectations that local manufacturers must meet in order to achieve legitimacy and credibility in the eyes of consumers. Positive comparisons with established global brands serve as a strong validation of the quality and value of local products. The complexity of the ordering process and the inconsistency of information on Sagara's digital platform emerged as potential obstacles to conversion. Consumers reported difficulties in navigating the website, understanding customization options, and completing the purchase process, indicating important areas for improvement in the user interface and digital customer experience.

### **The Impact of Reviews and the Role of Influencers in Shaping Perception**

Content analysis reveals the significant influence of YouTube reviews in shaping and modifying consumer perceptions of Sagara Boots. Explicit references to the quality and depth of video reviews appear in 32% of comments, indicating that review content serves not only as a source of information but also as a persuasive instrument that influences perception, brand image creation and purchase intentions. Detailed review content, especially those demonstrating tangible aspects of the product such as material texture, construction details, and the evolution of the product over time of use, provides informational confidence that facilitates purchasing decisions for premium products with significant investment. This phenomenon is in line with the study done by Pratama (2024) which shows that YouTube reviews affect parasocial interactions, trust, and information usability that correlate with consumer responses to attachment, adoption, and purchase intent. YouTubers who position themselves as experts or enthusiasts in a specific product category have a persuasive influence that is emphasized in consumer comments. The perceived credibility of the reviewer, built through the demonstration of technical knowledge and comparative experience, is a significant factor in forming trust in the content and recommendations presented (Afianto et al., 2024). Direct attribution of purchase decisions to influencers is evident in comments that state purchase intent or action after watching reviews. Statements like "I bought these shoes because of your reviews" or "This review convinced me to order" indicate the central role of content creators in facilitating conversions. (Yani et al., 2023) Found that influencers can have a positive impact on word of mouth, brand awareness, brand image, and consumer purchasing decisions. These results show that the role of influencers in this digital era has an important role and must be implemented correctly to have a positive impact on brands.

Comparability with international brands presented in reviews plays an important role in shaping the legitimacy of local brands in the eyes of global consumers. Comparative references to established brands in reviews serve as "quality anchors" that position Sagara Boots in a recognizable hierarchy of quality by international consumers. A favorable comparative position with global brands creates positive associations and increases the willingness of consumers to pay a premium price for previously unknown local brands. The operational and logistical details disclosed in the review also affect consumers' expectations of the purchase process and post-purchase experience. Reviews that highlight aspects such as production lead times, order complexity, or limited size availability provide a realistic expectation framework, resulting in better mental preparation for potential challenges in the acquisition process.

### **Brand Image and Identity in a Global-Local Context**

Phrases such as "proud of local products can go global" and "the best representation of Indonesian craftsmanship" indicate the mobilization of ethnocentric sentiments that link the success of brand image linked to national identity. As observed by Lembayung et al., (2023), Indonesia's Generation Z shows an increasing tendency to buy local fashion brand, driven by a sense of national pride and improved quality of the local brand that help shape their image. On the other hand, international consumers' perceptions of brands often emphasize aspects of exoticism and cultural uniqueness, with references to "authentic Indonesian craftsmanship" slogan, because local crafts are perceived as a powerful differentiator in a saturated global market, offering an authentic alternative to mass production brands (Ahn & Lee, 2024).

An in-depth examination of the comments reveals that consumers often articulate the value of products not only in monetary dimensions but also in terms of symbolic and hedonistic values. Repeated references to "exceptional value for price" and "investment in quality over a lifetime" indicate that the perception of value goes beyond simple rational calculations of cost versus benefit, incorporating more complex temporal and emotional considerations. Review

content that highlights the production process and the narrative behind the brand plays an instrumental role in constructing the perception of value inherent in the product. Transparency regarding the handicraft process, material origins, and philosophy behind the brand allows consumers to internalize a narrative that enriches the brand image as found by Chen et al., (2022) that transparency and detail in reviews can significantly shape brand image and influence consumer perceptions and decisions. Sensitivity to cultural identity is also seen in the comments that appreciate design elements inspired by local cultures. Recognition of the balance between international design sensibilities and local aesthetic influences emerged as a recurring theme, with consumers appreciating Sagara's ability to create products that uphold global standards while maintaining an authentic cultural identity. Winarto & Wisesa (2026) highlighting the importance of understanding the dynamic landscape of consumer behavior shaped by technological advancements and sustainability considerations. In this context, the ability to articulate a unique yet universally appealing cultural identity becomes a significant competitive advantage in an increasingly homogeneous market. Results and Discussion is a section that contains all scientific findings obtained as research data. This section is expected to provide a scientific explanation that can logically explain the reason for obtaining those results that are clearly described, complete, detailed, integrated, systematic, and continuous.

The discussion of the research results obtained can be presented in the form of theoretical description, both qualitatively and quantitatively. In practice, this section can be used to compare the results of the research obtained in the current research on the results of the research reported by previous researchers referred to in this study. Scientifically, the results of research obtained in the study may be new findings or improvements, affirmations, or rejection of a scientific phenomenon from previous researchers.

## 5. Conclusion

The credibility of the reviewer built through technical knowledge is a significant factor in forming trust. Comparability with international brands in reviews plays an important role in positioning Sagara Boots in the global hierarchy of quality. Sagara's brand identity is built from a unique balance between Indonesian craftsmanship and global standards, creating a resonant differentiation in a saturated market. Negative sentiment focused on limited size availability, long production lead times, and complexity of the ordering process, providing clear areas for strategic development. This research confirms the importance of effective storytelling, leveraging cultural identity, and partnerships with influencers in strengthening local brands' position in the global market. And several suggestions for Indonesian local brands manufacturers:

1. Local shoe brands need to optimize the digital ordering process by simplifying the user interface and improving the clarity of product information to reduce conversion barriers.
2. Manufacturers should develop strategies to overcome size availability limitations and shorten production lead times to improve international consumer satisfaction.
3. Strategic integration with credible influencers can strengthen brand narratives and increase visibility in the global market.
4. Leveraging cultural narratives and craftsmanship as competitive differentiators can further strengthen Sagara Boots' position in a saturated global market

This study has limitations such as the platform used only on YouTube, so it might not cover the dynamics of consumer perception on other platforms such as Instagram or TikTok, thus open the opportunity for other researchers to explore the other platforms, secondly the comments analyzed were mostly English-speaking, which is likely from international audiences, so they might not fully reflect the opinions of local Indonesian consumers.

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