

ABSTRACT

Threads app is a *social media* platform launched on July 5, 2023 by Meta, the parent company of Instagram. Threads offers a social communication platform that allows users to interact, share content, and maintain relationships with their friends. As a new app launched in mid-2023, Threads experienced a rapid increase in the number of users at its inception. However, after one week of launch there was a drastic drop in the number of daily users. Therefore, Threads' service quality needs to be improved to achieve user satisfaction and loyalty.

This research aims to analyze user perceptions of Threads app service quality using sentiment analysis and topic modeling on user *review* data in the google play store and app store. This research will help Threads developers to gain a better understanding of what users like and where potential improvements can be made.

The methods used in this research are sentiment analysis with *IndoBERT* algorithm and Topic Modeling using *BERTopic*. After passing a comparative evaluation with Naïve Bayes, SVM, Decision Tree and *IndoBERT* algorithms. Resulting in the *IndoBERT* algorithm with the highest accuracy reaching 84.4%. Positive sentiment is 26.44% and *negative* sentiment is 73.57%. The dimensions used to measure service quality are *Usefulness*, Convenience, Design, and Privacy/Security. The results of sentiment analysis and topic modeling produce user perceptions with *negative* sentiments on the *Usefulness* and Convenience dimensions with the highest frequency. With the knowledge of service quality that arises from user experience, Threads can evaluate and provide better service quality, especially in the *Usefulness* and Convenience dimensions.

Keyword: *Classification Text, Social media, Persepssion, Service Quality, Topic modelling, IndoBERT.*