ABSTRACT

Tiktok Shop is a social commerce platform that was launched on April 17, 2021, in Indonesia. According to a survey report by Populix in 2022, Tiktok Shop dominates the social commerce market with 46% of the total users in Indonesia. Nevertheless, Tiktok Shop still receives criticism and complaints. The social media platform Twitter has become a place for searching products, expressing grievances, and reviewing products.

The aim of this research is to analyze the public's perception of Tiktok Shop and identify its strengths and weaknesses. The research methodology uses sentiment analysis with the IndoBERT model and topic modeling using the BERTopic model. The research findings show that sentiment analysis accuracy reaches 76%. Positive sentiment accounts for 40%, neutral sentiment for 32%, and negative sentiment for 28%. In the topic modeling analysis, 4 clusters were identified for negative sentiment, 2 clusters for positive sentiment, and 2 clusters for neutral sentiment. From the negative sentiment, Tiktok Shop's shortcomings are revealed, including complaints about product discrepancies and COD couriers, negative views on live shopping, demands for action from the government and police related to fraud, and complaints about the use of free shipping vouchers. Positive sentiment highlights Tiktok Shop's advantages, such as free shipping, promotions, discounts, fast delivery, and even making customers excited. The influence of Tiktok's content becomes an important factor, as it combines social media and e-commerce aspects, thereby influencing users through the content they see.

Keywords : Social Commerce, Sentiment Analysis, Topic Modeling, Tiktok Shop, IndoBERT