

ABSTRACT

The rapid development of social media has intensified competition among microblogging platforms, particularly Threads and Twitter/X. Threads, launched by Meta in July 2023, experienced rapid user growth followed by a significant decline in user retention. This study aims to analyze the service quality of Threads by comparing it with Twitter using user reviews from the Google Play Store through a text analytics approach. The methods employed include sentiment analysis using IndoBERT and topic modeling using Latent Dirichlet Allocation (LDA) to identify user perceptions, key issues, and sentiment differences between the two platforms. The analysis reveals dominant differences in user perceptions related to features and service stability. These findings contribute to the improvement of social media service quality and enrich the literature on digital service evaluation based on user-generated reviews.

Keywords: *Threads, Twitter/X, service quality, user reviews, text analytics, sentiment analysis, topic modeling.*