Public Sentiment Analysis on the Collaboration Between Tiktok Shop and Tokopedia: The Formation of New Regulations for Social E-Commerce in Indonesia

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ABSTRACT

This study aims to analyze public sentiment toward the collaboration between Tiktok Shop and Tokopedia in the formation of new social e-commerce regulations in Indonesia. The issue stems from controversies surrounding Tiktok Shop's activities, which were considered harmful to local MSMEs and in violation of digital laws. In response, the government encouraged collaboration between the two platforms. Public comments from social media platforms such as YouTube and Instagram were analyzed using the Learning Vector Quantization (LVQ) algorithm. The analysis process involved data crawling, text preprocessing, weighting (TF-IDF and BOW), model training, and sentiment classification. Out of 1,955 data points, the best result was achieved at the 26th epoch with a validation accuracy of 78.77%. The TF-IDF method proved superior to BOW, with an accuracy difference of approximately 2.4%. The best-performing model was implemented into a website system for automatic sentiment classification. This research is expected to contribute to understanding public opinion and serve as a consideration for policymakers in formulating regulations related to social e-commerce.

Keywords: *Sentiment Analysis, Social E-Commerce, Tiktok Shop, Tokopedia, LVQ, Regulation, MSMEs, Digital Collaboration.*