

ABSTRACT

Work-Life Balance (WLB), has become an increasingly important issue among Generation Z in Indonesia, particularly in the context of work flexibility and mental well-being. This study aims to analyze Generation Z's perception of WLB by utilizing comments from the social media platform TikTok, through the application of Natural Language Processing (NLP) and the IndoBERT classification model.

The data were collected using web scraping techniques with Apify, followed by a series of preprocessing steps including text cleaning, normalization, tokenization, automatic labeling using the label_by_sentiment function, and data balancing through Random Oversampling. Comments were classified into two sentiment labels: negative (label 0) and positive (label 1). The IndoBERT model was fine-tuned on Indonesian-language data and evaluated using accuracy, precision, recall, and F1-score metrics. Furthermore, topic exploration was conducted using BERTopic to identify the main themes discussed in WLB-related comments based on sentiment labels.

The results show that the model achieved its best performance with an 80:20 train-test ratio, reaching an accuracy of 98.38% and a macro F1-score of 93.41%. The majority of the comments reflected negative sentiment toward WLB issues. The dominant topics identified include work-related stress, the need for self-care, and the importance of organizational support. This study contributes to the mapping of digital perceptions surrounding Work-Life Balance and serves as a foundation for developing more adaptive and contextually relevant workplace policies that meet the needs of Generation Z in the digital era.

Keywords: *Sentiment Analysis, Generation Z, IndoBERT, NLP, TikTok, Work-Life Balance, BERTopic*