

ABSTRACT

Generation Z, born between 1997 and 2012, is now entering their productive age and beginning to face health-related issues such as pregnancy. Growing up in a digital environment, they actively use social media, including TikTok, as a platform to seek information and express their views on various issues, including maternal health. However, research specifically focusing on how this age group engages with maternal health issues on such platforms remains limited. This study aims to identify the sentiments and emotions expressed by Indonesian Generation Z through TikTok comments related to maternal health issues, as well as to map out the main topics frequently discussed. The methods used include lexicon-based sentiment analysis and topic modeling using BERTopic, supported by IndoBERT. The analysis reveals that the majority of comments reflect negative sentiment (62.35%), with dominant emotions being sadness, fear, and disgust. Although less frequent, positive emotions such as trust and anticipation also appear. Additionally, ten main topics were identified, covering various aspects of pregnancy such as physical complaints, childbirth experiences, and common symptoms like morning sickness and preeclampsia. These findings underscore TikTok's role as a significant space for Generation Z to express their perceptions of maternal health issues. The results of this study are expected to support the development of health communication strategies that are more relevant to the characteristics of younger generations and contribute to efforts in reducing maternal mortality rates in Indonesia.

Keywords:

Sentiment Analysis, BERTopic, Emotion, Generation Z, IndoBERT, Maternal Health, Social Media, TikTok.