

ABSTRACT

BPJS Kesehatan, as the administrator of the National Health Insurance, strives to improve service quality through various complaint channels, including social media platforms like Instagram. Methods for classification and topic extraction from these comments are required due to the increasing number of public comments. This study aims to develop a framework capable of classifying comments on BPJS Kesehatan into three categories: complaints, inquiries, and neutral, as well as identifying the main topics within the complaint and inquiry categories. The research combines IndoBERT and BERTopic methods for classification and pemodelan topik. IndoBERT and BERTopic are BERT based models which are able to capture the context of a text. The data used consists of comments from the Instagram account @bpjskesehatan_ri during the period 2021-2022. The research methodology involves data collection and preprocessing, followed by model training of Bidirectional Encoder Representations from Transformers (BERT) resulting 86.22% in accuracy. The results of this classification will be used for further analysis of the topics frequently appearing in public comments. The topic modeling resulted in a total of five complaint categories, with the most frequent topics being the call center and costs. The inquiry category yielded eight topics, with the most frequent topics being payments, changing healthcare facilities, and changing a baby's name.

Keywords: BPJS, IndoBERT, BERTopic, Classification, Modeling, Topic, Instagram