

ABSTRACT

The spread of the COVID-19 virus continues to grow. Governments around the world have implemented various policies to reduce the spread of the virus, including in Indonesia. One of the policies made by the Indonesian government is to create a tracking application called PeduliLindungi. The PeduliLindung application is used to assist the implementation of health surveillance in reducing the spread of the COVID-19 virus. The more people who use the application, the reviews appear regarding the use of applications on social media provided by users. PeduliLindung application users can use Twitter social media to provide reviews. In addition to social media, you can take advantage of features on the Google Play Store, namely the comment feature and star rating to provide reviews and based on experience while using the application.

This study aims to find out what topics are mentioned and what topics are most frequently found by PeduliLindung application users based on data on user reviews on Google Play Store and Twitter. In addition, another goal of this research is to raise topics related to user experience. Topics related to user experience are then grouped based on the UX HEART metric.

The study used qualitative methods by utilizing secondary data. The secondary data in question is UGC data from user reviews of the PeduliLindung application on the Google Play Store and tweets on Twitter with the keyword “care for protection”. The data was taken in the period from 1 – 31 December 2021. The data was then analyzed using the LDA-Topic Modeling method using Google Colab software to find out the topics and words in the document.

Based on this data, it can be seen that there are 8 topics that are most frequently searched based on user data reviews on the Google Play Store, and 9 topics that are most frequently used based on user review data on Twitter. In addition, the most frequently found topic according to Google Play Store data is the process when registering an account. Meanwhile, the most frequently used topic on Twitter is the use of the PeduliLindung application. In addition, based on the UX HEART metrics analysis, 4 metrics can be found from each data. In the Google Play Store data, there is 1 topic regarding the happiness metrics, in the engagement metrics there are 2 topics, the Adoption metrics produces 1 topic, and in the task success there are three topics. While the Twitter data contains 1 happiness metric, 3 engagement metrics, 2 retention metrics, and 3 task success metrics.

From the analysis, it can be seen that the happiness metric that describes the application has not given satisfaction to the user. In the engagement metrics, it describes the care-protect application features that have not been able to function optimally in the use process. The Adoption metrics describe problems when logging in and claiming vaccines. Retention metrics describe that users can use the app over a long period of time and over and over again. The metrics task successfully illustrates that users can use the application for their daily needs even though there are errors in either the system or application data. So it is hoped that the results of this research can be used for application developers to improve application quality, such as reducing errors, testing vaccine data quickly, and disseminating

information to users on how to input on the date when logging in or when doing a vaccine certificate.

Keywords: User Review, User Generated Content, User Experience, Topic Modeling, Google Play Store, Twitter.