

ABSTRACT

Mental health has become an increasingly important issue, particularly among Generation Z, who are highly active on social media platforms. TikTok, in particular, serves as a primary space for Gen Z to express their thoughts, emotions, and personal experiences related to mental health. This study aims to analyze the level of mental health awareness among Generation Z as expressed in TikTok comments and to evaluate the performance of a Long Short-Term Memory (LSTM) model in classifying comments into aware and not aware categories.

Data labeling was carried out automatically using a lexical approach involving keywords and phrases related to mental health awareness. The LSTM model was trained on Indonesian language data and tested using various data split ratios. The best performance was achieved with an 80:20 split, yielding a test accuracy of 95.2%. For further exploratory analysis, Latent Dirichlet Allocation (LDA) was employed to uncover dominant topics within each label. The analysis identified five major themes in both aware and not aware comments, revealing a wide range of public understanding, emotional expression, and discourse surrounding mental health.

These findings suggest that while mental health awareness is present among Gen Z, there are still gaps in understanding that must be addressed. This research contributes to digital-based mental health mapping and serves as a foundation for more contextually effective communication and educational strategies.

Keywords: *deep learning, gen z, LDA, LSTM, mental health, machine learning, perspective analysis, social media, TikTok, topic modelling.*