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Analyzing User Sentiment Toward the New TikTok Go Feature in Indonesia

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A B S T R A C T

This study aims to analyze user sentiment toward the new TikTok Go feature in Indonesia using a descriptive quantitative approach based on social media sentiment analysis. The data were obtained from 335 user comments on TikTok, Twitter, and Instagram discussing the TikTok Go feature, collected through web scraping techniques during the period from May to July 2025. The data analysis process involved several stages, including text preprocessing, sentiment classification, frequency analysis, keyword extraction using TF-IDF, and thematic analysis. The results show that the majority of user sentiment was negative (74%), followed by neutral sentiment (19%) and positive sentiment (7%). The dominant themes found in the comments included difficulties in accessing the TikTok Go feature (55%), challenges in gaining the required number of followers (44%), account violations (6%), and general questions related to the feature's mechanism (3%). The triangulation of data from multiple platforms reinforced the consistency of the findings. These findings highlight the importance of more transparent and educational communication strategies to support the adoption of digital innovation. It is recommended that TikTok simplify the feature activation process and clarify technical requirements in order to enhance user experience and increase the successful adoption of TikTok Go in Indonesia.

A R T I C L E   I N F O

Ulwan Habib Ismail, Dini Turipanam Alamanda., **Analyzing User Sentiment Toward the New TikTok Go Feature in Indonesia**

| **130**

1. INTORDUCTION

The development of digital technology has driven a major transformation in patterns of social interaction, content consumption, and public economic behavior. One of the platforms that has shown rapid growth within the digital ecosystem is TikTok, a short videobased application that has become an integral part of daily life, especially among younger generations. In Indonesia, TikTok holds a strategic position as a platform with high penetration and engagement rates, in line with the increasing number of internet users and shifting social media preferences (Statista, 2023).

As part of its efforts to maintain competitiveness and expand its service ecosystem, TikTok has launched a new feature called TikTok Go. This feature offers a new experience in exploring content, interacting, and creating monetization opportunities for users. Featurebased innovation on digital platforms has been shown to play an important role in enhancing user engagement and retention (Stoldt et al., 2022). TikTok Go is expected to deepen community involvement while opening new opportunities for the development of digital business models. However, the adoption of new features does not always proceed smoothly, as user perceptions and experiences play a crucial role in determining the success of digital innovations (Verhoef et al., 2021).

User sentiment toward the launch of new features on TikTok serves as a key indicator in understanding levels of acceptance, potential resistance, and aspirations emerging in digital society. Sentiment analysis based on social media data offers an effective approach to capturing public opinion and emotion in real time (Alaei et al., 2019). Through this approach, organizations can gain deeper insight into the dynamics of innovation acceptance and develop more adaptive strategies.

Previous research has discussed the importance of feature-based innovation in enhancing the competitiveness of digital platforms. A study by Alamanda et al. (2023) also emphasized that sentiment analysis using text mining of user reviews on social media can provide valuable insights into customer perceptions of service innovation, as demonstrated in their study of Indonesia's tourism sector. This approach enables organizations to better understand innovation reception dynamics and design more targeted strategic responses. Dwivedi et al. (2021) highlight that the speed of feature innovation is a critical determinant of success within platform ecosystems. Furthermore, Kapoor et al. (2022) found that user experience with new features significantly influences emotional attachment and loyalty to the platform. In the context of social media, user engagement depends not only on content quality but also on the perceived fairness and transparency in providing access to certain features (Xu et al., 2023).

Nevertheless, research on sentiment analysis related to digital innovation— particularly in the context of TikTok Go in Indonesia—remains relatively limited. Most prior studies have focused on general technology adoption or digital transformation in large organizations (Susanti et al., 2021), without paying specific attention to user responses to feature launches on community-based platforms like TikTok. In addition, studies on sentiment analysis related to gamified and monetized innovations in social media remain underexplored, especially in emerging markets such as Indonesia (Mariani et al., 2023; Martin & Murphy, 2021).

Therefore, this study aims to fill that gap by analyzing user sentiment toward the TikTok Go feature in Indonesia using a social media-based sentiment analysis approach. This research is expected to contribute academically to the development of digital innovation adoption theory grounded in user experience, while also offering practical recommendations for

platform developers to enhance feature acceptance in an increasingly competitive digital ecosystem.

2. METHODS

This study employed a descriptive quantitative approach using sentiment analysis based on social media data. A case study design was adopted to explore the specific phenomenon of user acceptance of the TikTok Go feature in Indonesia. The descriptive quantitative approach was chosen to allow for the measurement of public opinion patterns on a broader scale (Alaei et al., 2019). Data were collected using web scraping techniques from TikTok user comments related to TikTok Go, and were further supplemented with relevant data from platforms such as Twitter and Instagram. The data collection period spanned from May 2025 to July 2025, with inclusion criteria consisting of relevant user comments written in Indonesian, while spam or unrelated comments were excluded from analysis.

The data analysis process consisted of several stages. The initial step was preprocessing, which involved cleaning the data by removing symbols, links, and emojis in accordance with standard procedures for social media text analysis (Stieglitz et al., 2018). Subsequently, comments were classified into three sentiment categories—positive, negative, and neutral— through manual labeling supported by Indonesian-based Natural Language Processing (NLP) tools. Frequency analysis was conducted to determine the distribution of sentiment, while keyword extraction using the TF-IDF (Term Frequency-Inverse Document Frequency) method was applied to identify dominant terms commonly used in the comments (Luo et al., 2019). In addition, thematic analysis was performed to group comments into major themes, such as user experience, monetization, innovation, and technical complaints.

The analysis process was supported by various software tools, including NVivo 14 for qualitative theme coding and Microsoft Excel for data tabulation and visualization. The validity of the findings was ensured through data triangulation across multiple platforms to enhance the accuracy of the results (Flick, 2018), interrater reliability measured using Cohen's Kappa to ensure consistency in labeling (McHugh, 2018), and peer debriefing with colleagues to verify the accuracy of data interpretation. Through this approach, the study aims to produce an accurate portrayal of user perceptions regarding the TikTok Go feature in Indonesia.

3. RESULT DAN DISCUSSION

The analysis of 335 TikTok user comments related to the TikTok Go feature revealed a sentiment distribution that showed a strong tendency toward negativity. Based on manual labeling results, 74% of the comments were categorized as negative sentiment, 19% as neutral, and only 7% as positive sentiment. The detailed distribution of user sentiment toward TikTok Go is presented in Figure 1, which visually illustrates the dominance of negative sentiment.

The frequency of sentiment indicates that users' initial perceptions of TikTok Go were more influenced by issues of accessibility rather than the feature itself. A simple keyword frequency analysis revealed the dominance of terms such as "followers," "TikTok Go," "not appearing," and "account violation." These terms suggest that technical aspects and administrative requirements were the main concerns for users. These findings are consistent with previous studies, which have emphasized that unclear information and technological access barriers can lead to resistance toward the adoption of digital innovations (Stieglitz et al., 2018; Alaei et al., 2019).
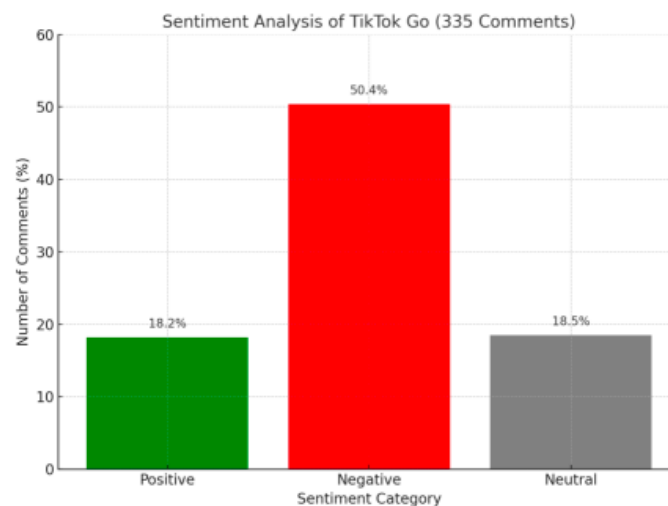
Ulwan Habib Ismail, Dini Turipanam Alamanda., **Analyzing User Sentiment Toward the New TikTok Go Feature in Indonesia**

| 132

Figure 1. Sentiment Distribution

Further thematic analysis identified four main themes from the user comments. The first theme, access to the TikTok Go feature (55%), indicates that the majority of users encountered difficulties in activating the feature despite feeling that they had met the stated requirements. The second theme, difficulty in gaining followers (44%), reflects the challenge in fulfilling TikTok Go's administrative requirements, which some users found difficult to achieve. The third theme, account violations (6%), highlights user concerns that past account infractions may affect their eligibility for accessing this new feature. The fourth theme, general inquiries about TikTok Go (3%), reflects an interest in understanding how the feature functions. The distribution of these themes is visualized in the bar chart shown in Figure 2.
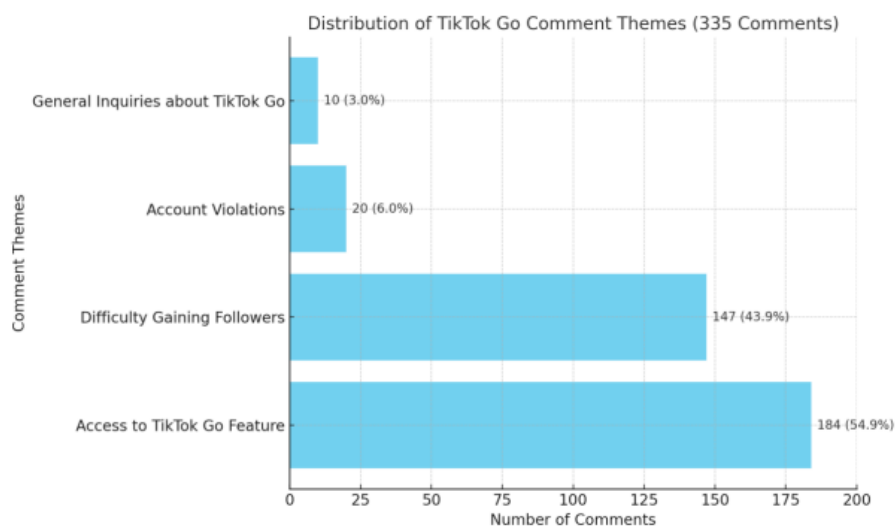

Figure 2. Number and Percentage of Comments per Main Theme

A deeper look into the negative sentiment pattern dominating TikTok user comments regarding the TikTok Go feature reveals dissatisfaction rooted in unmet accessibility expectations. As one user stated, "I don't have TikTok Go, even though I already have 2,000 followers," it emphasizes how disappointment often stems from a perceived lack of fairness and ambiguity in eligibility mechanisms. This phenomenon supports the view of Stoldt et al.

(2022), who argue that failure to meet user expectations for new features can accelerate negative perceptions toward the platform as a whole.

Another comment expresses a similar frustration: "I only have 700 followers, it's really hard to grow." This highlights that in addition to technical issues, there are structural barriers within the platform that inhibit the growth of small accounts, thereby limiting user access to premium features like TikTok Go. Anderson and Jiang (2022) confirm that unequal visibility among users on social media can exacerbate collective dissatisfaction, especially among new users or micro-influencers.

On the other hand, some comments convey curiosity without expressing negative emotions. For instance, one user asked, "How do I see earnings from TikTok Go?" This suggests that some users remain enthusiastic about exploring new features, even though accessibility is not yet uniform. This aligns with Kapoor et al. (2022), who found that curiositydriven engagement can persist despite technical challenges in adopting new features.

Thematic analysis also reveals the importance of perceived fairness in digital innovation. One user complained, "I don't have TikTok Go—maybe because I once got a violation from a VT?" This reflects uncertainty that leads to a sense of perceived unfairness, as discussed by Aversa et al. (2021) in the context of the platform economy. When users feel that platform algorithms or policies lack transparency, their digital trust can decline significantly (Martin & Murphy, 2021).

The data triangulation process was conducted to enhance the validity of the findings. Triangulation was carried out by comparing sentiment patterns and thematic trends from three different sources: user comments on TikTok, responses on Twitter, and community discussions on Instagram. The triangulation results indicated a high degree of consistency, where the main issues raised by users consistently revolved around difficulties in accessing the feature and ambiguity in the technical requirements. This consistency reinforces the interpretation that the biggest challenges in the adoption of TikTok Go in Indonesia are not only technical, but also pertain to the effectiveness of information communication to users (Flick, 2018).

Overall, the triangulated comments from TikTok, Twitter, and Instagram revealed that the core user concerns extended beyond technical barriers to include perception-related issues—particularly those concerning transparency and fairness. This is in line with findings by Xu et al. (2023), which demonstrated a strong correlation between perceived digital fairness and clarity of information with the adoption of platform-based services.

In the context of digital transformation, negative early-stage user experiences can have long-term impacts on user loyalty (Verhoef et al., 2021; Mariani et al., 2023). Therefore, it is essential for TikTok not only to focus on technical development but also to design communication strategies that are empathetic and inclusive. As emphasized by Dwivedi et al. (2021), proactive and educational communication plays a vital role in minimizing user uncertainty during the feature introduction phase.

The dominance of negative sentiment and themes related to unclear access highlights the need for more transparent and educational communication strategies, as well as improvements in the feature activation system. As Verhoef et al. (2021) have argued, in the process of digital transformation, users' initial experience is a crucial determinant of longterm adoption. Accordingly, improving the onboarding process and simplifying administrative requirements could be strategic steps toward enhancing user perceptions and expanding the adoption of TikTok Go in Indonesia.

Ulwan Habib Ismail, Dini Turipanam Alamanda., **Analyzing User Sentiment Toward the New TikTok Go Feature in Indonesia**

| **134**

4. CONCLUSION

This study analyzed user sentiment toward the new TikTok Go feature in Indonesia using a descriptive quantitative approach based on social media data. The findings revealed a predominance of negative sentiment (74%), primarily due to difficulties in accessing the feature despite meeting technical requirements. Thematic analysis confirmed that user concerns centered on feature accessibility, follower thresholds, account violations, and a lack of clear guidance. Data triangulation across TikTok, Twitter, and Instagram reinforced the consistency of these issues, highlighting the critical role of transparent communication and user experience in digital feature adoption. It is recommended that TikTok Indonesia improve the clarity of activation procedures and enhance user education to increase satisfaction and support wider adoption of TikTok Go.

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