

# **Analysis of User X Sentiment on Bank Indonesia's Interest Rate Increase Using Naïve Bayes and SVM Approaches**

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## ***ABSTRACT***

*X is one of the most popular social media platforms in Indonesia, where people often express their opinions and views on various issues, including economic policies. The increase in interest rates by Bank Indonesia is one such policy that has garnered significant attention due to its impact on the economy. This study aims to analyze Twitter users' sentiment regarding the interest rate hike policy using the Naïve Bayes and Support Vector Machine (SVM) methods. The dataset used consists of 1,010 tweets, which are analyzed and classified into positive and negative sentiments.*

*The results of the study show that the Naïve Bayes model achieved an accuracy of 69%, while the SVM model achieved a higher accuracy of 71%. Although both methods are effective, SVM slightly outperforms in analyzing the public's sentiment regarding Bank Indonesia's interest rate hike policy. This study provides a clearer understanding of public opinion and can be used to assist policymakers in designing more effective communication strategies regarding the interest rate policy.*

**Keywords:** *Sentiment Analysis, Classification, Data Mining, X, Interest Rates, Naive Bayes, Support Vector Machine.*