

***Sentiment Analysis of Cryptocurrency Development in Indonesia on Twitter
Social Media Using Naïve Bayes Method
Supervised by Elly Antika, ST, M.Kom***

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ABSTRACT

This research conducts sentiment analysis on the topic of cryptocurrency development in Indonesia through Twitter social media by applying the Naïve Bayes method and TF-IDF weighting technique. A total of 1200 tweets were used as datasets, which were processed through scraping, pre-processing, and classification stages. Model testing was carried out with a division of training data and test data of 90:10. The evaluation results show an accuracy rate of 85.00%, with a precision value of 91% for negative sentiment and 82% for positive sentiment, respectively. Meanwhile, recall was 74% for negative sentiment and 94% for positive sentiment, and f1-score reached 81% for negative sentiment and 88% for positive sentiment. Although the overall accuracy is high, the model's performance in detecting negative sentiment is still low, so strategies are needed to deal with data imbalance.

Keywords: *Sentiment Analysis, Cryptocurrency, Twitter, Naïve Bayes*