

ABSTRACT

Sentiment Analysis on the Pros and Cons of Cryptocurrencies Using the Naïve Bayes Algorithm

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Public awareness of the existence of crypto currencies in Indonesia is increasing. However, there are not a few people who reject cryptocurrencies, there are still many Indonesian people who refuse for various reasons, one of which is because the very high price fluctuations of this currency make investing in cryptocurrencies an investment with high risk. To find out public opinion on cryptocurrencies, a system is proposed that can analyze the comments of Twitter social media users including positive or negative sentiments. The purpose of this research is that the system built is able to classify tweets with positive and negative opinions on cryptocurrencies by implementing the multinomial naive Bayes method. Based on the results of the calculation of accuracy and error, the accuracy is 79%, precision is 78%, and recall is 85%. From the results of the classification carried out, the total positive sentiment (71.7%) is more than the negative sentiment (28.3%).

Keywords: *crypto currency, multinomial naive Bayes, sentiment, classification, twitter.*