

ABSTRACT

Coldplay which has fans all over the country, one of them is Indonesia. In this regard, coldplay officially held a concert in Jakarta on November 15th. Of course, with the official news, public sentiment began to emerge circulating on social media. Social Media Monitoring conducted through Brand24 resulted in several positive, negative and neutral public sentiments. The data found per date (March 1-August 3 2023) generates sentiments originating from Twitter, Instagram, Facebook producing up and down graphs. This research uses descriptive qualitative research. The keywords used are #Coldplay, #TiketColdplay and #Jakarta. In other words, the social media monitoring process carried out through Brand24 can make it easier for the data to be searched for in this interest. However, it is not good at categorizing the meaning word for word in sentences spread on social media.

Keywords : Coldplay, Public Sentiment, Social Media Monitoring, Social Media