

ABSTRACT

Stock investment is one of the most popular types of investment. Although it has a high risk, investment in the capital market can also provide high returns. This makes the number of investors in Indonesia increase every year. Also, the development of information dissemination. Social media presence allows anyone to disseminate information. This is a challenge, where this information can influence the decisions that will be taken by an investor.

In this study, an analysis was conducted to see the correlation between sentiment formed from tweets on Twitter and abnormal return of shares of companies listed in the LQ45 indeks. All tweets made in the October-December 2019 period are collected to be classified based on positive and negative sentiments by the Naïve Bayes classification model. The results of these sentiment classifications are then ranked and compared with abnormal stock returns from LQ45 indeks companies using the Spearman Rank correlation test.

The Spearman Rank correlation results show that sentiment has a weak influence on abnormal stock returns. Either it returns on the same day, after a day, or after five days the sentiment is formed. Also, the number of followers from Twitter accounts that commented on these companies did not affect. Several other factors may be causing these sentiments to be ignored.

Keywords: *Sentiment Analysis, Naïve Bayes Classification, Rank Spearman correlation, Tweet, Abnormal Return.*