

ABSTRACT

Investment is a commitment to invest some funds at this time to gain profits in the future. An investor must be able to make the right decision. Investor can access the news to get information that they need. On the Indonesia Stock Exchange (IDX) there is LQ45 index consisting of 45 issuers with high liquidity that can be used by investor references to investing their shares.

The presence of big data and simplifying information such as news makes this study aim to find out the sentiments formed from the news, see the return movement in the period 2013 - 2018, and see relationship between news sentiments and stock return. This research used sentiment analysis by classifying Naïve Bayes models. Then, test the Spearman rank.

The results of this study shows that the sentiments formed in the news are dominated by a positive sentiment which is as much as 72%. Meanwhile, the percentage for negative sentiment is 28%. Then, the movement of stock returns in the period February 2013 - August 2018 is 46% indicated by sentiment positive. Whereas 42% is indicated by negative sentiment and 12% stated that sentiment and return relations have no effect. Furthermore, the Spearman rank correlation test showed that out of 20 company objects, 12 companies had negligible correlation, 7 companies had a weak correlation, and 1 company had a moderate correlation.

Keywords: Efficient Market, Sentiment Analysis, Rank Spearman Correlation, Naïve Bayes Classifier