

ABSTRACT

The advancement of technological economic development allows buyers and sellers to trade anytime and anywhere. Cryptocurrency as a digital currency is certainly different from other currencies, because it can be used to conduct virtual trades. Indodax is the largest digital marketplace in Southeast Asia. In this case, Indodax wants to establish a communication channel for its users through Twitter, which allows them to directly interact with Indodax and share their thoughts.

This strategy garners a lot of suggestions, compliments and even complaints from users, all of which can be used as input for improving Indodax services. There were 5105 reviews collected at the time specified for the study. The data used for the dataset are 3824 reviews with a division of 70% for training data and 30% for test data. This study uses the Naive Bayes algorithm with Studio software. 60% positive sentiment and 40% negative sentiment were acquired using the Naive Bayes method. These results illustrate the positive overall results of the reviews on Indodax. Topic modeling is used to identify patterns and relationships between data from text documents. The most popular method used for topic modeling is Latent Dirichlet Allocation (LDA) utilizing R Studio software.

Keywords: *Twitter, Sentiment Analysis, Naive Bayes, Topic Modeling, Consumer Satisfaction*