

## ABSTRACT

The research written by the author aims to analyze Social Media Sentiment Towards Pegadaian Digital Service (PDS) services in Indonesia, especially during the covid-19 pandemic.

The study used a descriptive type of comparative causal quantitative approach, which was measured using regression-based methods with software using R studio software version 1.1.456.

The population of the study conducted by researchers was Twitter users who interacted using the keywords "Pawnshop", "Pawn", "SOE", and 'Pegadaian Digital Service'. The sample was determined based on purposive sampling methods, researchers selected Twitter users who spread information using the keywords "Pawnshop", "Pawn", "SOE", and "Pegadaian Digital Service", the data used in this study in the form of secondary data.

Based on analysis using Orange software, there are only a few negative sentiments in the form of sadness, sympathy, despair, and anger. Some tweets revealed negative posts such as the word 'discomfort', but nothing and could only be counted fingers. Suggestive tweets included 966 (18.74%) tweets.

Tweets raised questions consisting of 449 (6.68%) tweets. Questions are asked by individuals or news organizations and are diverse. There was also a small number of tweets (31; 0.39%) that were irrelevant.

Keywords: Social Media Sentiment, Pegadaian Digital Services, Pawn