

ABSTRACT

This study aims to find out how the business sector is in the 2023 global economic recession by identifying positive and negative perceptions and topics that are often discussed by Twitter users regarding the business sector during the 2023 global economic recession. The method used in this study is a quantitative method with sentiment analysis using the Naïve Bayes and Topic Modeling models. The data collection technique was carried out by crawling data obtained from social media Twitter from November 1, 2022, to November 30, 2022. Data were obtained from 7,542 tweets and then data pre-processing was carried out, producing 4,458 tweets that were ready to be analyzed. The results showed that there were 1,466 positive sentiments and 2,992 negative sentiments with the Naïve Bayes model obtaining values of 97.84 percent accuracy, 94.03 percent precision, and 100 percent recall. The information obtained from the research results is that MSME actors do not need to worry about being affected by the economic recession MSMEs are the solution to fighting the economic recession. Then, mortgage interest rates in Europe are higher than mortgage interest rates in Indonesia. Currency depreciation occurs has a positive side where when currency depreciation occurs entrepreneurs can increase exports because their goods and services are cheaper on international markets.