

ABSTRACT

The automotive industry around the world is busy talking about the issue of switching conventional cars (gasoline fuel) to electric cars. Almost all automotive factories are competing to produce electric cars at affordable prices. Electric cars use batteries as drive cars that are rechargeable, environmentally friendly, and free of noise pollution. Several well-known car brands that have become well-known manufacturers of electric-powered cars in the world include the Volkswagen, General Motor, and Chrysler brands. Keyword: Electric Car, Sentiment Analyst, Stock Price Correlation.

The Efficient Market Hypothesis states that financial market movements depend on news, current events, product releases and all these factors will have a significant impact on the value of a company's stock. With the emergence of social media, information about public sentiment has become abundant. Social media is turning out to be the perfect platform for sharing public emotions on any topic and has a significant impact on public opinion by extension.

These brands had made headlines and were discussed on various social media platforms. then a sentiment analysis is needed to see if there are features of stock prices with sentiment analysis on new cars (Volkswagen, General Motor, and Chrysler). Sources of data used as a reference are from social media Instagram, Facebook and Twitter.

Based on the research results, there is a correlation between the stock prices of Volkswagen, General Motors, and Chrysler car brands with sentiment on social media Twitter and Facebook. Meanwhile, the stock price of car brands with sentiment on Instagram social media is only the Chrysler brand.

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