ABSTRACT

Recently, the Financial Services Industry (IJK) sector has used various innovations, particularly in the field of technology, to improve services to customers. The use of blockchain technology for the financial services industry is believed to improve services for consumers and on the internal side of the company. Some of the advantages that blockchain technology offers are transparency, immutability, and security.

The use of this technology will cause a response in the community. In general, people express their response to something through social media that can be seen by the public. The method used to analyze these responses is sentiment analysis to find out the majority of responses regarding the financial services industry and blockchain and topic modeling to find out what topics are discussed about the financial services industry and blockchain. This study uses data generated from Twitter social media users. This study analyzes the response from the public regarding IJK and blockchain which can later be used by business actors in the financial services industry to identify the bad impacts of implementing blockchain so that it can be considered for improvement. This study found that people tend to have positive sentiments in responding to the use of blockchain in the financial services industry. The topic that dominates public discussion in this study is the lack of public literacy regarding the financial services industry. The results also show that people only understand blockchain as the technology behind cryptocurrencies. The results of this study are expected to be input for financial services industry players and legislators to facilitate the community in improving their literacy about blockchain in finance.

Keywords: blockchain, financial company, sentiment analysis, topic modeling