

ABSTRACT

This study aims to analyze the influence of socio-economic factors and internet access on the growth of online gambling users in Indonesia, as well as to forecast future trends in its development. The research employs a quantitative method with a time series approach, utilizing secondary data spanning from 2017 to 2023. Data analysis was conducted using the Double Exponential Smoothing method (Holt's Model) for forecasting purposes. The findings reveal that socio-economic factors and internet access significantly influence the increase in the number of online gambling users in Indonesia. The forecasting model used in this study reinforces the evidence that online gambling in the country is exhibiting an exponential growth trend. Among the two models tested, the first model proved to be more accurate, stable, and representative in capturing the actual data pattern, aligning well with the characteristics of Holt's method, which is designed for data with a linear trend. An R-squared value of 0.953 indicates that the model is capable of explaining 95.3% of the variance in the actual data, which is considered highly effective for forecasting purposes. Meanwhile, a Mean Absolute Percentage Error (MAPE) of 20.791% suggests that the model's prediction error remains within the "reasonably accurate" category. Therefore, the model is considered sufficiently reliable for projecting the growth trend of online gambling users in Indonesia over the coming years. This study provides a valuable contribution to the understanding of the dynamics of the online gambling industry in Indonesia and may serve as a reference for policymakers in formulating relevant strategies and regulations.

Keywords : Online Gambling, Socioeconomic Factors, Internet, Forecasting, *Double Exponential Smoothing Method*