ABSTRACT

The boycott movement against PT Unilever Indonesia Tbk products due to the issue of the Palestinian-Israeli conflict is the main background of this research, given its significant impact on public sentiment in Indonesia. The main problem studied is whether public sentiment on social media Twitter affects fluctuations in the company's stock price. The purpose of this research is to build an accurate sentiment classification model and analyze the relationship between public sentiment and Unilever's stock price movements. This research uses the Knowledge Discovery in Databases (KDD) method, which consists of five stages: data selection, to explore data from Twitter and stock prices from Yahoo Finance; data preprocessing includes preprocessing and labeling categories; data transformation, the process of transforming data from text to numeric using TF-IDF; data mining, using the Support Vector Machine (SVM) algorithm for the sentiment classification modeling process; evaluation, by measuring accuracy, precision, recall, and f1-score and implementing sentiment analysis models. The main results show that the SVM model can classify sentiment with high accuracy, which is 85,99%. However, the chi-square statistical test yielded a value of 1,257 with a p-value of 0,533 and a lambda test value of 0,000, indicating no significant relationship between daily sentiment on Twitter and stock price changes during the test period. This means that knowledge of daily sentiment does not help reduce errors in predicting stock price movements. In conclusion, while public sentiment can be effectively modeled, its impact on stock prices is not shown to be statistically significant. This research is expected to be useful for corporate reputation management and emphasize the importance of fundamental analysis for investors over momentary sentiment on social media..

***Keywords**: Chi-Square Test, Lambda Test, Stock Price, Sentiment Analysis, Support Vector Machine.*