
Abstract

Social media has become a significant source of public opinion, especially in the context of economics and investment. One frequently discussed topic is Bank Mandiri's stock (BMRI). This study aims to develop a sentiment classification system for comments on social media platform X related to BMRI stock using the Support Vector Machine (SVM) method. Data was collected through web crawling, followed by preprocessing, manual labeling, and data balancing. Features were extracted using TF-IDF, and models were developed using both a base model and a hyperparameter tuning approach. Evaluation results show that the tuned model achieved an average accuracy of 78.2%, higher than the base model's 76.2%. The model effectively classifies comments into positive, neutral, and negative categories with improved consistency. This research demonstrates that SVM is effective for handling short, unstructured text data and holds potential for supporting investment decision-making through public sentiment analysis.

Keywords : *Sentiment Analysis, Support Vector Machine, TF-IDF, Social Media X, BMRI Stock*
